



The Fundraiser's Guide to Soliciting Gifts: Turning Prospects into Donors

Melvin B Shaw, Pearl D Shaw CFRE

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Have you been asked to raise money for a non-profit, college, hospital or church? Are you willing but not sure how to proceed? Is it your job to prepare volunteers and staff to solicit gifts? The Fundraiser's Guide to Soliciting Gifts was written for you!

When you read “Fundraiser’s Guide To Soliciting Gifts” you will learn:

- What information and materials are needed before you make the ask
- How to identify prospective donors
- How to cultivate prospective donors
- How to construct the ask for a gift for an organization or institution
- What to do when a donor says “Yes”
- What to do when a donor says “No”

This book was written to provide knowledge and insight for both seasoned fundraising professionals, and those who are just now starting on their fundraising journey. No matter what level of understanding you currently hold this book will provide you with key additional insights into the field of practical fundraising.

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