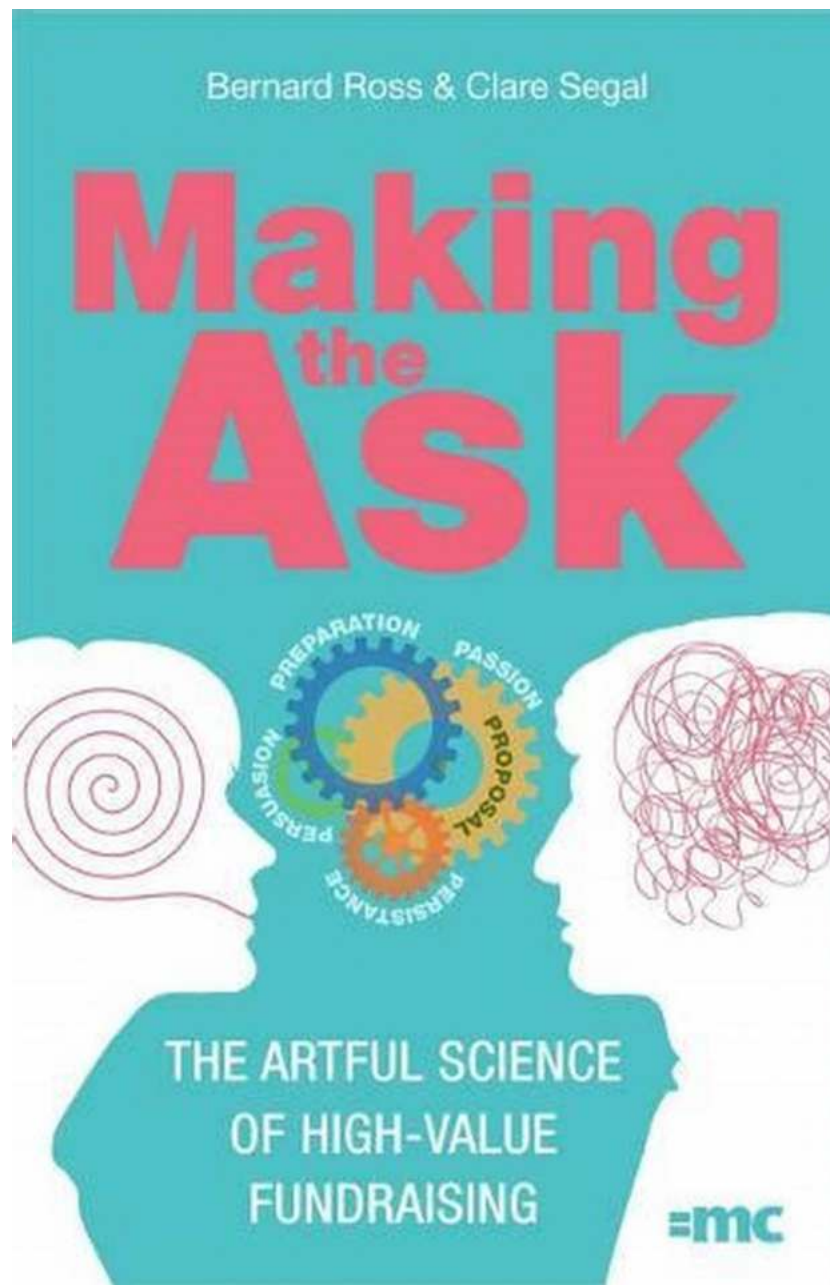


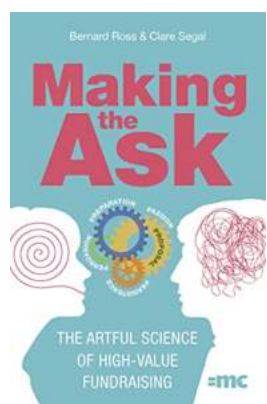
The Artful Science Of High Value Fundraising



Are you tired of struggling to raise funds for your organization? Do you wish there was a proven formula for securing high-value donations? Look no further, because we are about to unveil the artful science of high-value fundraising that will revolutionize your efforts and help you achieve unprecedented success!

Understanding the Fundraising Landscape

Before diving into the artful science of high-value fundraising, it is crucial to familiarize ourselves with the current fundraising landscape. Nonprofit organizations face increasing competition for donor dollars, making it essential to stand out from the crowd. Traditional fundraising methods may no longer yield the desired results, requiring a paradigm shift in our approach.



Making the Ask: The artful science of high-value fundraising by Bernard Ross (Kindle Edition)

★★★★★ 5 out of 5

Language : English
Text-to-Speech : Enabled
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 203 pages
Lending : Enabled
File size : 4096 KB
Screen Reader : Supported



The Power of Storytelling

At the core of high-value fundraising lies the power of storytelling. Donors want to be emotionally connected to the causes they support, and storytelling is an effective way to achieve that. Craft compelling narratives that tug at the heartstrings and make potential donors feel invested in your mission. Your story should be authentic, relatable, and inspiring.

Building Strong Relationships

High-value fundraising is not just about one-time donations. It is about fostering long-term relationships with your donors. Treat every donor as a partner, and

invest time in building genuine connections. Regularly update them on the impact of their contributions and show appreciation for their support. The stronger the relationship, the more likely they will continue to contribute and even increase their donations over time.

Targeted Marketing and Personalization

One size does not fit all when it comes to high-value fundraising. Segment your donor base and develop targeted marketing efforts that cater to the specific interests and preferences of each segment. Personalization goes a long way in making donors feel valued and engaged. Utilize advanced analytics tools to understand donor behavior and tailor your messaging accordingly.

Investing in Technology

Technology has become an integral part of high-value fundraising. Utilize fundraising software and online platforms to streamline donation processes, track donor interactions, and manage campaigns effectively. Embrace digital fundraising strategies such as crowdfunding and peer-to-peer fundraising to expand your reach and harness the power of social media to amplify your message.

The Role of Leadership

In high-value fundraising, leadership plays a pivotal role. Effective leadership sets the tone for the organization and inspires a culture of philanthropy. Encourage your executive team and board members to actively participate in fundraising efforts. Lead by example and create a sense of shared purpose, making everyone feel invested in achieving fundraising goals.

Measuring and Managing Success

High-value fundraising requires a data-driven approach. Set measurable goals and regularly track your progress. Analyze fundraising metrics to identify areas of improvement and implement strategies to optimize your results. Continuously evaluate the effectiveness of your fundraising campaigns and make adjustments accordingly.

Staying Ahead of Trends

The fundraising landscape is ever-evolving, with new trends and techniques emerging regularly. Stay up-to-date with the latest industry developments and be open to experimentation. Embrace innovative fundraising strategies and continuously adapt your approach to stay ahead of the competition.

The Future of High Value Fundraising

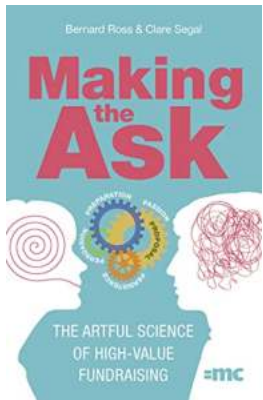
The artful science of high-value fundraising is an ongoing journey. Embrace a mindset of innovation, focus on building authentic relationships, and leverage the power of technology to create meaningful connections with donors. By applying these principles, you will position your organization for long-term success in the world of fundraising.

So, are you ready to unlock the potential of high-value fundraising and propel your organization towards unprecedented success? The artful science awaits – embark on this transformative journey today!

Keywords: high value fundraising, fundraising landscape, storytelling, building relationships, targeted marketing, personalization, technology, leadership, measuring success, trends

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If you're a fundraiser or social entrepreneur keen to secure large gift for any kind of social cause you need to be able to ask the right people for the right money in the right way. But how do you do that?

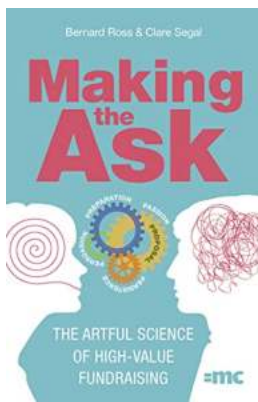
In this ground-breaking book, global experts Bernard Ross and Clare Segal share their approach - used by major fundraising organisations from UNHCR in the Middle East to MSF in the US and from UK's Oxford University to MEF Museum in Argentina – which has been used to secure gifts up to \$110m in a single ask.

Whether you're an experienced fundraiser looking for new ideas, a newbie keen to get to the right approach fast, or a board member anxious to help out, you'll find the answers you're looking for inside. The book also has a special social bonus - every copy you buy will result in a donation to the WHO foundation to pay for a Covid 19 vaccine in a developing nation. "One reasonably useful book = one life-saving vaccine."

Bernard Ross and Clare Segal are co-directors of =mc consulting, a management consultancy working worldwide for ethical organisations. They have co-authored several books including Breakthrough Thinking for Non-Profit Organisations, which received the Terry McAdam Award for Best Non-Profit Book in the USA

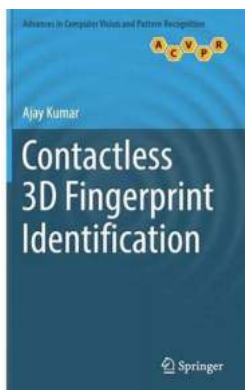
2004, and The Strategy Workout, part of the prestigious Business Gym Series published by Pearson in 2016.

Together with the team at =mc consulting, they have created global strategies for the International Federation of Red Cross and Red Crescent Societies, WHO, Amnesty International, Médecins Sans Frontières, and UNICEF international. As fundraisers they've raised money to refurbish France's most famous monument, for a museum to house the world's largest dinosaur in Argentina, and to save the last 800 great apes in Africa.



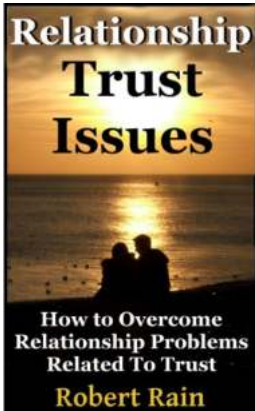
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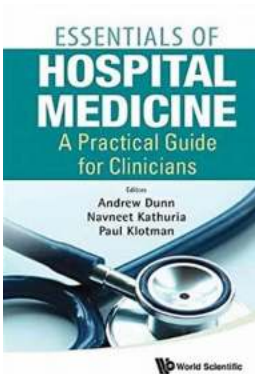
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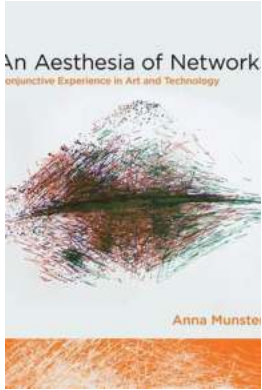
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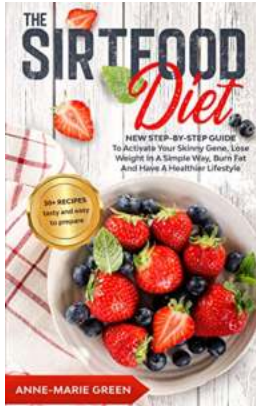
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