



# Raising More Money: A Step-by-Step Guide to Building Lifelong Donors

*Terry Axelrod*

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# Raising More Money: A Step-by-Step Guide to Building Lifelong Donors

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## **Raising More Money: A Step-by-Step Guide to Building Lifelong Donors** Terry Axelrod

Nonprofit staff, board members, and volunteers who are passionate about the mission of their organization but tired of the old model of raising funds will be inspired by this incisive and practical manual.

Fundraising veteran and Raising More Money founder Terry Axelrod shows how nonprofit organizations—regardless of size, location, or mission—can become financially self-sustaining. *A Step-by-Step Guide to Building Lifelong Donors* has been nominated by the Alliance for Nonprofit Management for its 11th Annual Terry McAdam Book Award for the most inspirational and useful new book published that makes a substantial contribution to nonprofit management, management consultancy, or the advancement of the nonprofit sector. The third edition of this fundraising guidebook expands on key aspects of the Raising More Money Model, including fresh material on:

-How to customize the Cultivation Superhighway for each of your donors  
-How to design a cultivation/recognition system you can leave as a legacy  
-How to ask naturally, with a focus on donor readiness  
-How to manage relationships with existing donors online and convert newly acquired online donors to in-person donors

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Exactly why? Because this Raising More Money: A Step-by-Step Guide to Building Lifelong Donors is an unordinary book that the inside of the guide waiting for you to snap it but latter it will surprise you with the secret the item inside. Reading this book next to it was fantastic author who else write the book in such remarkable way makes the content on the inside easier to understand, entertaining technique but still convey the meaning entirely. So , it is good for you because of not hesitating having this anymore or you going to regret it. This amazing book will give you a lot of advantages than the other book include such as help improving your expertise and your critical thinking approach. So , still want to hesitate having that book? If I have been you I will go to the guide store hurriedly.

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