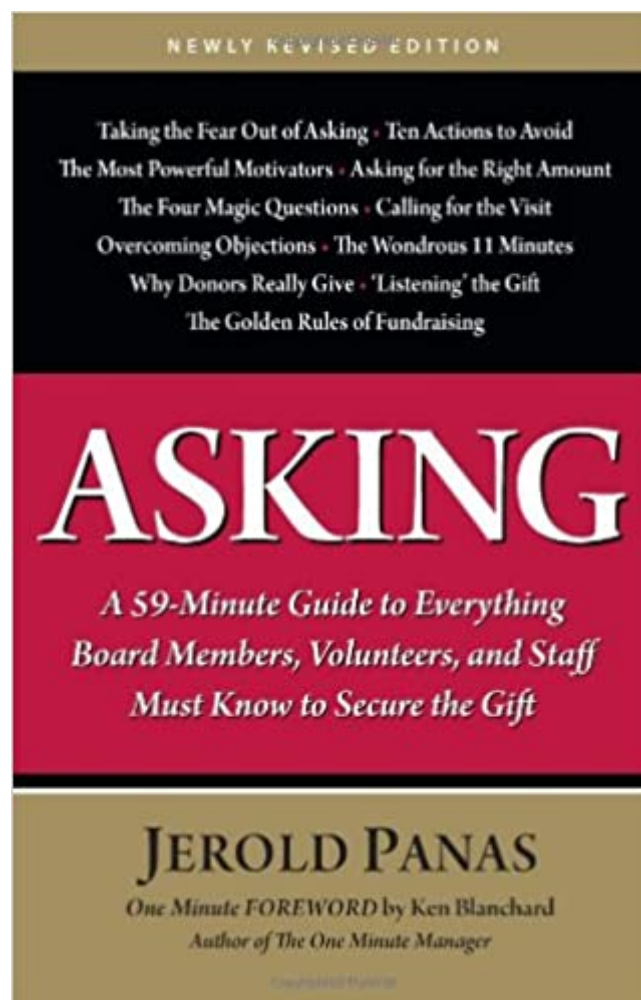




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# Asking: A 59-Minute Guide To Everything Board Members, Volunteers, And Staff Must Know To Secure The Gift, Newly Revised Edition





## Synopsis

As phobias go, asking for money ranks right up there with public speaking. Yet if we hope to raise funds for a worthy cause, it's critical. Author Jerold Panas understands the art of asking like no one in America. As a staff person, board member, and volunteer, he's secured gifts ranging from \$50 to \$50 million. Panas has harnessed all of his knowledge and experience and produced what is the bestselling fundraising book of all time. This one-hour-to-read classic will embolden you, your board members, and volunteers to ask with skill, finesse, and tangible results. Companion book to *Fundraising Realities Every Board Member Must Face*, by David Lansdowne.

## Book Information

Paperback: 109 pages

Publisher: Emerson & Church Publishers; Newly Revised edition (February 4, 2013)

Language: English

ISBN-10: 1889102490

ISBN-13: 978-1889102498

Product Dimensions: 0.5 x 5.5 x 8.8 inches

Shipping Weight: 5.6 ounces (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars 61 customer reviews

Best Sellers Rank: #40,973 in Books (See Top 100 in Books) #81 in [Books > Business & Money > Management & Leadership > Negotiating](#) #169 in [Books > Business & Money > Marketing & Sales > Sales & Selling](#) #418 in [Books > Business & Money > Marketing & Sales > Marketing](#)

## Customer Reviews

I spent 4 years as the head of fundraising at a nonprofit in Chicago. When I took the job nearly ten years ago, I wasn't a good fundraiser. Now, I'm known around the windy city for being a thought leader in philanthropy. This book kickstarted my Board of Directors to engage our ambitious capital campaign we launched right after the 2007 recession. We ended up increasing our general operating and program budget 70% and raising every penny of our campaign goal within three years. This book played a big part in reframing our fundraising psychology. The problem with fundraising for most folks I know is that they can't verbally communicate the value proposition, often because they themselves do not see the value the nonprofit provides as translating to money. This book clears that up...QUICKLY. I love this book. Since that time, I've been a program officer and an overseas development consultant. I've carried this book around the world, recommending it to new

fundraisers, corporate boards, and seasoned nonprofit execs. I will say that this book is geared more to people who are engaging in individual donor asks. This is not a good book for grantwriters...but there are plenty out there for grantwriting. I can't recommend this book more highly.

Asking is a full-on, easy to read, comprehensive guide - both practical and pithy. Each page articulates a portion of fundraising, providing the exact 'HOW' that any person can use. There are even templates of talking points, letters and timeframes / sequences. Great job, Panas !!

The item came on time and as described. The packaging was right as well. I am very pleased with my purchase!

I'm in the early stages of building a non-profit enterprise. Beyond establishing a clear goal for the effort, the other key functions are building an effective board and getting money. Some folks have no trouble asking other people to donate for a worthy effort. Not me. I tend to stammer and often fail to fully articulate the needs we're attempting to meet. Whether you're gifted at soliciting funds or you're like me, this book is a very useful guide. And, it's a quick read. Though, I think it needs to be re-read a couple of times to instill the message(s) and the tools.

Great instructions from a seasoned professional. Very easy to read. Boils down the job of raising money into a formula you can easily remember and apply. Confidence building in that the author describes the challenges all fundraisers face, so you don't feel like you're the only one who has a hard time with certain aspect of the job. Then he tells you clearly how to get past those challenges. The next 2 calls I made after reading the book were successful calls and I believe it was because I felt like I knew what I was doing. My only negative comment is that I think \$15 is a little much for paperback this small...unless he's donating the revenue to a charity!

This was a quick read, humorous and pithy, by a man who knows the fundraising terrain. It's full of important reminders if you have been in the business for years, and a critical read for your new hires.

This is my initial resource for my fund raising clients. The book is a highly accessible, quick read that covers the basics in 59 minutes. Just as described. I have bought dozens of these books over

the years and always receive great comments from clients.

I've read this book many times and given it away to dozens of volunteers and emerging fundraisers. Simple, pithy, entertaining and easy to digest. Panas speaks to the straight the heart of beliefs, fears and behaviors that drain the joy and passion we should feel when asking others to invest in shared passion around a common mission.

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