



How to Write Fundraising Materials That Raise More Money: The Art, the Science, the Secrets

Tom Ahern

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You already know the most valuable trait for a successful fundraiser. That would be integrity. But what ranks second? It would have to be persuasiveness. Whether in writing, in person, or on the phone, you are CONSTANTLY making the case for your project or organization. And helping you hone your persuasive skills is at the heart of Tom Ahern's book. Ask him why he wrote it and he'll tell you this. Too many fundraisers both verbally and in writing fall flat when asked the question: Why should I support you? They stammer, equivocate, lapse into jargon they do everything but make a convincing case to the would-be donor. If that describes you, then your capital campaign, annual drive, planned giving program, even your website is raising far less than it could if you adopted Tom's field-tested advice for selling your mission and vision.

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