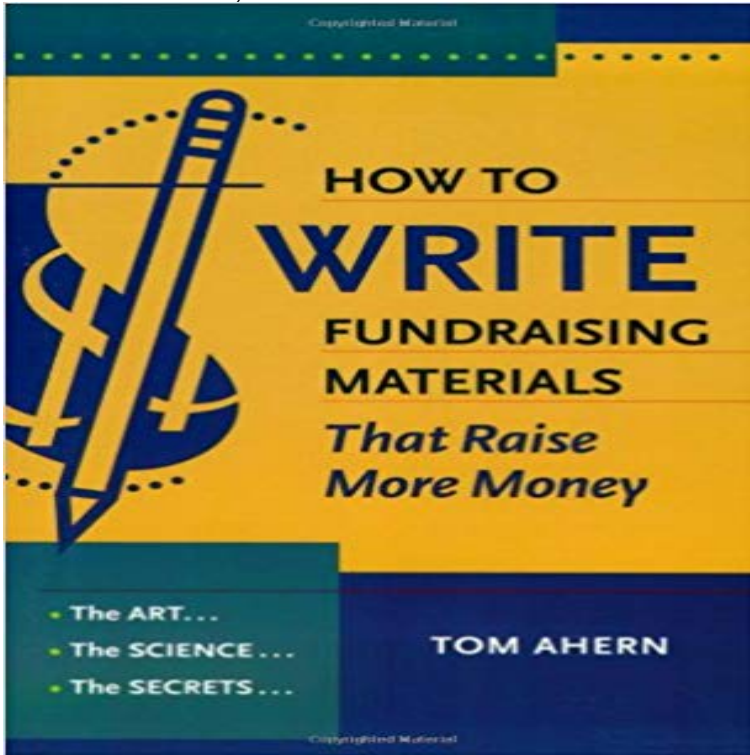


# How to Write Fundraising Materials That Raise More Money: The Art, the Science, the Secrets



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.

NEWAGEOFTRUTH There's been too many lies and not enough truth stay updated via rss MY NEW PLAYLIST Why are some looking forward to the end of days? Posted: July 26, 2016 in Cheating, Education, Evil, Politics, Religion, Social Issues Tags: Armageddon, bible, Christianity, Conspiracy theory, Prophecy, Y2K 0 end of days Some temptations are just too good to pass up. My curiosity got the best of me the other day and I gave in by watching one of those "End of the World" conspiracies videos. This time around the date is set for July 29, 2016. So in three days the biblical prophecies will come true and we will be swallowed up by hell fire while the others who are "saved" will rejoice in the heavens.

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