



Fired-Up Fundraising: Turn Board Passion Into Action (AFP Fund Development Series) (The AFP/Wiley Fund Development Series)

Gail Perry

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Praise for

Fired-Up Fundraising

Turn Board Passion into Action

"Fired-Up Fundraising is honest, realistic, practical, and inspiring. It transforms the whole concept of fundraising from obligation and drudgery into passion and fun. Every CEO, development director, development consultant, and board chair needs to have and use this book."

-Charles F. (Chic) Dambach President and CEO, Alliance for Peacebuilding Former Senior Consultant, BoardSource

"A breakthrough! Fired-Up Fundraising takes the mystery out of engaging your board in the ongoing work of fundraising. In this well-organized little book, Gail Perry lays out a commonsense, four-step process that will fire up your board and help you meet your fundraising goals, year after year."

-Mal Warwick author of How to Write Successful Fundraising Letters

"Fired-Up Fundraising: Turn Board Passion into Action is by far the best book I have ever read on how to involve board members in the entire process of fundraising, from identifying prospects, cultivating them, and finally making 'the ask.' Just as important, it is an invaluable guide on how to select, enlist, train and especially inspire board members so they take ownership of their institutions. Every nonprofit CEO and development officer should read this book."

-Robert L. Gale President Emeritus, Association of Governing Boards of Universities and Colleges and founder of BoardSource (formerly known as the National Center for Nonprofit Boards)

"This is the book for which EVERY nonprofit chief executive has been yearning since time immemorial. Every nonprofit needs money to survive and thrive, and every nonprofit has a board of trustees to help raise it, but few nonprofits come anywhere near using their boards to maximum benefit. Fired-Up Fundraising, a reader-friendly, realistic, and practical playbook written by a richly experienced, highly literate fundraiser turned consultant, takes readers by the hand and leads them step-by-step through eminently doable ways of inspiring the greatest possible engagement of-and return from-their trustees. It will instantly become the gold-standard guide for building successful boards."

-Joel Fleishman Professor of Law and Public Policy and Director, The Foundation Research Program, Duke University

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