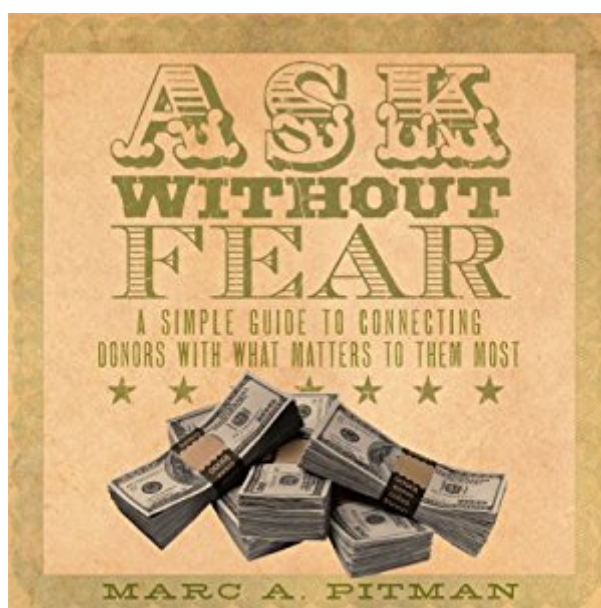


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# Ask Without Fear!: A Simple Guide To Connecting Donors With What Matters To Them Most



## Synopsis

Are your board members beating down your door with new donors that are ready to make a gift? If that's not your reality yet, international fundraising trainer Marc A. Pitman's "Ask Without Fear!" is for you! In this fun, easy-to-read book, he: Explains in a step-by-step, easy to remember process how to build authentic relationships with your donors -- and help them connect with your cause in the way that matters most to them! Identifies time-tested research tools to help you plan your fundraising campaign! Exposes the 7 most common fundraising mistakes -- and how to avoid them!

## Book Information

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## Customer Reviews

I am the Director of Devevelopment for an opera company and bought Marc's book on my Kindle. Major gifts are a huge part of what I do, and an area that had not been looked at much in the past. I love asking and I love fundraising. I think I was born to fundraise. Every once in a while I see a book that helps me with what I love to do and Ask Without Fear! is one of those books. I highly recommend this for anyone in fundraising, whether you are involved with annual gifts or major gifts (or any type of building relationships), whether you are new or have been doing this for years. I find myself reading this book while waiting for my donor to arrive, just to give me that extra push. It certainly is not one of those books you read and then move on from, but one you study and can use as long as you are a fundraiser.

I ordered this book as a totally clueless non-profit fundraiser newbie! I thought fundraising was just sending out mailings and making sure donations were acknowledged and receipts sent out."Ask

"Without Fear" gave me a complete paradigm shift in a matter of a few hours. The principles are very simple and illustrated well so they stick. I also appreciate Marc's integrity that comes through in his teaching. It's simple, practical and encouraging. Thank you Marc.

If you are responsible for fund raising, you need to read this book. There are a lot of things, small things, that we can do to take care of our supporters. In this day and age of economic turn down, it takes more than just asking for money, it is about relationship and this book guides you toward that end

Good Useful Information.

first of all you have to realize that the book is tiny, so you are not getting too much info. Its also not too professional On the other hand its pretty easy to read and not complicated. The only reason I would reccomend it is because your choice on fundraising books is so limited. The book focuses on developing genuine relationships with your supporters and making them want to join you in your work.

Marc Pitman's book Ask Without Fear is my kind of book. I have seen books on fundraising that are 2 inches thick that don't offer as complete an approach to fundraising as this little book. You will want to keep it in your briefcase or desk drawer and re-read it again and again until you have internalized the system. I recommend you buy more than one copy because you will probably want to give one to someone else in your organization.

(Written by Ryan C. Meader on his wife Sarah's account, since we share a single one for various reasons) Although I myself don't currently work directly in the charitable field, I am profoundly disabled by a severely painful chronic illness and am passionate about advocacy for people with similarly painful/disabling long term conditions. I have also dedicated myself to a creative project that is a life-long passion which I was never able to get done before now, because I was either still working or just too sick and not ready to take on the challenge because it's a VERY ambitious web series project. Because I've chosen a collaborative approach and a mixed-media, crowdfunded (at least at first, until it builds momentum and there are other revenue streams for me to pay the contributing artists/musicians what they deserve for their talents) format to help me work around my severe functional limitations and adjust to whatever budget I may be able to put together -- using my

own money isn't an option living on SSDI with my wife going back to school for her Master's -- "Ask Without Fear" does have a great amount of relevance to me nonetheless. This book, while not \*exactly\* targeted at my current situation (though I would like to do more active advocacy for the disabled and those with chronic pain/illness, and that means getting funding to so it does relate to my possible future endeavors), was well written -- I say this as a formerly very active and prolific author in fiction and nonfiction/web article writing myself, and as a former professional editor in many formats -- well-formatted on the Kindle version (I read it using the iOS apps on both iPhone and iPad, and it was very readable even though my condition has wreaked havoc with my eyes) and generally flowed smoothly with no long waiting for the important insights. In fact, the quote on the very first page was exceedingly well picked. It sets a very positive, optimistic tone that so many of us who are asking others for money....even if it's for a great cause and/or something we are very passionate about.....need to approach that task with vigor and unwavering dedication even though like most pursuits that deal with the general public, there will always be encounters with negativity, rudeness, and what may seem like significant setbacks at the time. So, in summary: this book gives lots of detail without being long-winded (something I struggle with, because I am always driven to explain everything to the Nth degree by nature), is neither too long nor too short -- particularly for the very fair price here on -- and although I am not currently in the non-profit work world per se, it was very relevant to both my present and my future so while I don't exactly have a big budget for books, or anything really, in my life these days....it was a good buy for me. I suspect that if you choose to give this book a try, whether in paper or e-format, you will be glad you made the investment both financially and in time because particularly if you do work in the non-profit world, as my mother has (I plan to suggest the book to her since she hopes to get another job in the field when she is able to find one that works with her own considerable and unpredictable health challenges), I can scarcely imagine a better guide to doing it fearlessly, with pride, and with great success. Marc is a person I already respected having known him through the social networks for some time, but this book took that respect to an entirely different level. I now understand far better why he is in so much demand and so highly recommended as an expert in the non-profit world. If it's remotely relevant to you, get this book!

I bought this book a few months ago and read it in a single (maybe it was two?) sitting. It was a fun read, and made me feel empowered to attack raising my budget in a systematic way. The quotes in the beginning of each chapter were great, they made me hungry to read on. I really enjoyed the book. It's one of the few fundraising books that is written in an easy-to-swallow format. And it was

cheap besides...

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