

# More Than Just Asking for Money

This book will help you create a successful plan to raise funds.

Reviewed by Terrence Fernsler

## Fundraising Is . . . Everything Done Before Asking for Money.

By Patrick Belcher. Softcover. 204 pages. Morgan James Publishing, [morgan-james-publishing.com](http://morgan-james-publishing.com).

Successful fundraising requires so much more than simply asking for money. There's a great deal of preparation and follow-up, no matter which methods are used. Preparation, follow-up, and even a bit of "how to ask" are what this short book is about. It can benefit nonprofits of any size and allows each organization to tailor its approach.

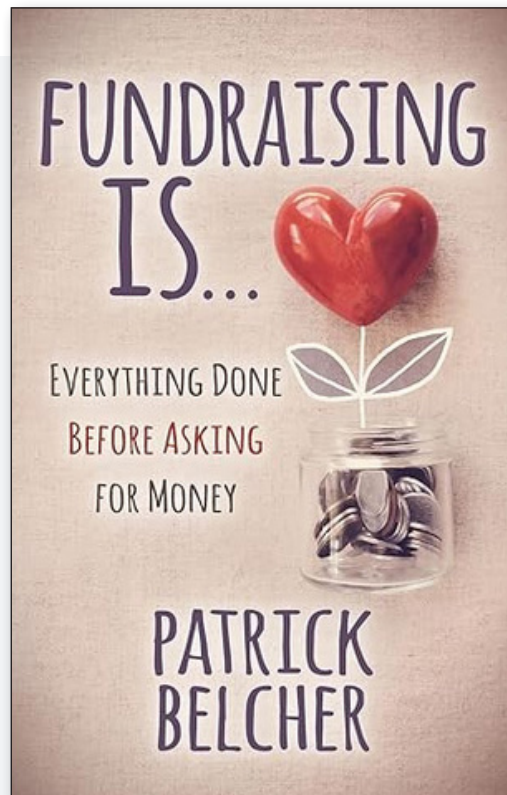
Patrick Belcher calls fundraising "sales with a purpose." Certainly there are similarities between sales and fundraising, such as the relational aspect of both and the need for training and planning to get ready for the ask. Yet there are significant differences since the mission of for-profit sales is profit through competitiveness while nonprofit fundraising – even when funds are raised through the sale of items – is intended to support a mission of social change through collaboration. In the nonprofit sector, therefore, transactions are simply tools toward transformation.

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The best fundraisers know that different audiences must be approached differently. A good information system will improve communication with each audience, so Belcher explains what to look for in such systems. He also details a variety of ways to learn about fundraising methods, many of them free or low-cost.

The best fundraising arises from caring about supporters and treating them as partners in transformation. Good fundraising takes time and practice, whether that means role-playing ways to ask for funds or proofreading materials repeatedly. Yes, raising funds to change the world is the goal, but doing so involves far more than asking people for money.

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## Invest in Yourself & Your Fundraising Career

"You are your own key to success," Patrick Belcher observes. "Take time to look for opportunities to grow as a person and a professional." Here are some of his ideas:

**Take classes and attend conferences outside of fundraising.** For example, the Disney Leadership Institute offers an education in connecting with guests (just as you want to connect with donors), and Zig Ziglar seminars focus on how to leverage relationships to yield great results.

**Interview paid and volunteer staff at your organization.** Learn what they do and how they came to join the organization. You'll gather wonderful stories to share with donors.

**Read every day.** If you read just five pages a day, you'll finish four to six books a year. The topic of the book isn't as important as making the commitment.

**Track everything you do.** The more you track, the more you'll understand which of your activities have the greatest effect. Things to track include, for instance: your attendance at events, your engagement on social media, and visits to donors. 