



# Compelling Conversations for Fundraisers: Talk Your Way to Success with Donors and Funders

*Janet Levine, Laurie A Selik*

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Compelling Conversations for Fundraisers: Talk Your Way to Success with Donors and Funders gives professional and volunteer fundraisers the tools to really learn about their donors through personal interaction and conversation guides. This handy guidebook starts with a values-based approach in Chapter 1 then zooms in on the all important one-to-one conversations necessary to be a successful non-profit development officer or volunteer. The authors address the strategic shifts in conversations needed across the stages of fundraising: Acquiring New Donors, Renewing Donors, Re-Engaging Donors, and Upgrading Donors. It also covers meeting and conversation suggestions about planned gifts, endowments, bequests and foundation grants. Filled with conversation-based tips and examples, this essential text provides reminders of the need to sustain funders' interests and how to do it. Topics include: how to turn a social conversation to one about the mission of your group; how to refresh and deepen your conversations with donors; and, how to create a more positive fundraising experience for donors and fundraisers. Written in a confident and encouraging tone, Compelling Conversations for Fundraisers is an accessible and smart resource for those new to fundraising or seasoned professionals. The conversation guidance and helpful tips for the many types of donor interactions are essential whether the reader is working in a one-person development office or a large university advancement department. Compelling Conversations for Fundraisers will help make the connections that result in new and increasing contributions for all non-profits. Compelling Conversations for Fundraisers was written by two fundraising professionals with track records of success in development offices large and small. Janet Levine has worked in the nonprofit and educational sectors since 1988, beginning her career at the University of Southern California. Just prior to starting her company – Janet Levine Consulting (janetlevineconsulting.com) she was VP of University Advancement at California State University - Dominguez Hills. Laurie A. Selik is a nonprofit professional working with national and Los Angeles-based non-profits since 1999.

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