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Telephone Fund Raising (Nonprofit Management and Finance)

Jonathan A. Segal, Janet B. Allen

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Telephone Fund Raising (Nonprofit Management and Finance) Jonathan A. Segal, Janet B. Allen There was a time when bake sales, raffles, and the like provided non profit-making organizations with the funds they needed to flourish. Those days have long passed. Non-profit-making organizations now find themselves competing with one another for public and private sup port just to survive. The organizations that will survive are the ones that are not afraid of sophisticated fund-raising methods. Telephone fund raising is such a method. There is virtually no limit to the amount of money telephone fund raising can bring your organization. Telephone fund raising is so successful because it is personal. It allows for dialogue. More specifical ly, it allows the caller to answer questions, deal with complaints, negoti ate hard, and stress those aspects of the program that interest the poten tial contributor most. No method of fund raising other than a personal visit can do this. And, of course, visiting all your potential contributors personally would be impossible. This book provides you with all the information you need to devel op and maintain a lucrative telephone fund-raising program on your own. The general principles of telephone fund raising apply universally. Therefore, the principles will work for you, whatever your cause. They also will apply whatever your need. Whether you need a long-term telephone fund-raising program bringing in money at a steadily increas ing rate over the years or a short-term program lasting one month, one week, or even one day, this book is for you.

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