



Writing Your Fund-Raising Case Statement: Process, Not Creative Agony (Paperback)

By Walter Donway

Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Do not begin your fund-raising statement, or use anywhere within it, any quotation of poetry. Unless you are the American Academy of Poets. It is not poetry that moves your potential contributor; it is demonstration of the value you deliver for the philanthropic dollar. It is the contributor s conviction that the values your organization works to achieve are those that the contributor wants to promote-or even, it may be, holds dear. Drafting a case for new financial resources is a task undertaken by tens of thousands of nonprofit organizations every year. It is vital to the future of their mission, sometimes to their survival. It need not be-but all too often is--a gauntlet of creative angst. Of course, the job can be farmed out to a professional writer. Any fundraising firm will do it. But the top firms may charge \$2,500 a day or more for strategic communications services. Freelancers will do it for less and call it writing. The fees are not significant if your organization plans a multi-million-dollar campaign. What often happens, I find, is that someone in the...



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