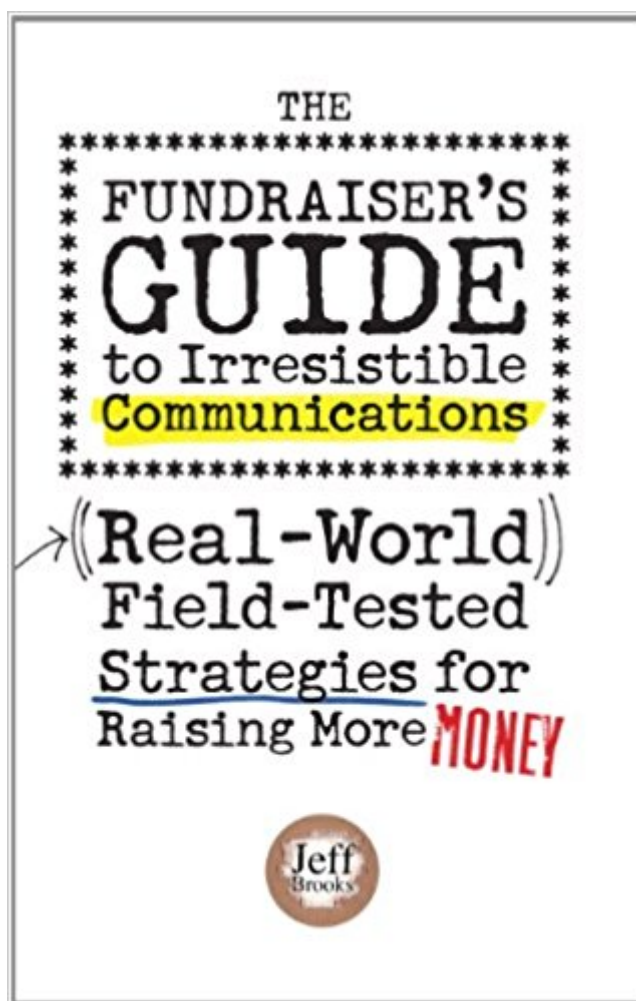


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# The Fundraiser's Guide To Irresistible Communications



## Synopsis

The Fundraiser's Guide to Irresistible Communication reveals ways of communicating that are proven to motivate donors to give generously, wholeheartedly, and repeatedly. Jeff Brooks, one of America's top fundraising writers, takes you on a step-by-step tour of the unique strategies, writing style, and design techniques of irresistible fundraising messages. This easy-to-read and entertaining book will help you skip years of learning curve and start writing, designing, and thinking like a seasoned fundraising pro on the very next project you tackle. Whether you're new to fundraising or a battle-scarred veteran, this go-to resource will boost your confidence, your career, and your revenue. Complements Tom Ahern's book, *Seeing Through a Donor's Eyes*.

## Book Information

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## Customer Reviews

An instant classic. --Tom Ahern, consultant, speaker, author  
This simple, smart, and fun-to-read book is for those aspiring to a black belt in fundraising. --Roger M. Craver, *The Agitator*  
A fundraiser's breakfast of champions. --Katya Andresen, *Network for Good*  
This simple, smart, and fun-to-read book is for those aspiring to a black belt in fundraising. --Roger M. Craver, *The Agitator*  
A fundraiser's breakfast of champions. --Katya Andresen, *Network for Good*

This brief paperback is packed with gems. Wisdom. Inspiration. Creativity. More importantly it is direct and honest. \$22 for this little paperback, you gotta be kidding! I assure you. This quick read is worth your money, your organizations budget and your precious time. Every volunteer, committee or

board member is certain they know how to raise money. Worse yet, your executive director, president, Dean, board chair knows best. Early on in the book, Mr. Brooks equips you to work with self-appointed well meaning philanthropy geniuses. He says, "Fundraising is a profession. It has a body of knowledge and a set of principles. It's not a jerry-rigged monstrosity created by amateurs and volunteers. It's not a dumbed-down version of commercial marketing." From here he launches into reminders of what you do and why. What raises money and what does not? The topic is direct mail. But reminders abound of the importance of the case, the donor, the solicitation and stories. You find yourself eager to start the next appeal letter. Or just to sit down and read the book again to bathe in the supportive and familiar and ponder at the permission Brooks gives to lighten up and be real. To grin from ear to ear as he debunks all the shared myths. Has he been in the hallways of your workplace! Wow, you are not alone and defenseless. You will not be surprised that donors are your heroes. But do you know to ask 6 or 7 times, make the letter long and ignore grammar? That the PS always gets read? This book is not espousing fundraising art or philosophy. It is a pragmatic unabashed guide about what you need to do to raise money. Veteran Brooks clearly outlines pragmatic tested tactics that have brought in gifts over time. You may not like them or believe them, but you must use them because they work. You will find yourself smiling and seeing the faces of your cohorts. Brooks has worked with these same team members who constantly offer you their unfounded comments, criticism and input. While the fundamental truths resound with you. You also get affirmation even scientific proof of what you know from listening to donors and testing letters yourself. Give this little expose to those who rewrite and edit your appeal, or take it home to their English major or literature scholar. Agree that you don't have to agree, but that you want to raise money. The tenets are simple, but using all the wisdom is not easy. This book will put you to work. All the while you are taking the mantle, practicing the profession and doing what the donor wants. This can't help but impact your success and inform all your communication. Read it. Do it. Share it. Celebrate the results. The next time you leave another meeting with more advice about how to do your job from people who don't get it, just hold this book and smile. Pick a page or two to read. Better yet, turn to the last chapter, Proud to be a Fundraiser. Know you are not alone. You know your profession and you have listened well to a seasoned, successful mentor's best advice for success. This book put best practices at your fingertips

I had to completely change my approach to writing fundraising materials for a small NFP. As a former ad agency copywriter, this book provided me with a set of best practices to follow and

they work. Asking for money for a charity is a whole different ball game than writing an ad or writing for a website or blog. You have to change your style accordingly. This book will tell you how. I didn't want to re-invent the wheel and our small organization can't afford to learn through trial and error. Donations are our lifeblood. This book quickly brought me up to speed, as well as the director and other board members. It's a quick read, but packed with excellent information. I had highlighting on every page when I finished reading it. I highly recommend this book and the author's blog as well.

Like some of the other reviewers, I make my living writing donor communications for nonprofit organizations: direct mail fundraising letters, donor newsletters, thank-you letters, e-mail appeals, the works. By way of disclosure, I've written guest posts for Jeff's blog -- Future Fundraising Now -- twice. (To which you should subscribe if you don't already.) That said, I'm recommending his book because it's good. Because it's well written. Because it's well worth the \$18 you'll shell out for it. A few examples:- In the first 50 pages you'll discover no less than eleven tips that, if you apply them to your fundraising letter today, right now, I'd be willing to bet you'd raise more money,- On page 38 you'll learn why using numbers the wrong way will stop people from giving...dead in their tracks,- Heed the tip on page 99 and save boodles on gorgeously designed appeals that will sink into obscurity like a pebble in the sea,- Between pages 122 and 127, Jeff reveals secrets for communicating with the best, wealthiest, and most loyal supporters you are likely to have..... And the last chapter of the book, the heartrending Chapter 18, will remind you why we all do this work in the first place. (No it's not the money. Though if you follow Jeff's advice, he'll help you raise more of that too.) In short, if you want to raise more money, buy this book. If you want to keep more of the donors you've got, buy this book. If you want people to call your nonprofit asking, "Who wrote that moving letter?" buy this book. If you want support for what you're doing, buy this book. Buy it now. Because plenty of us already have. And believe me, we aren't just reading. We're putting Jeff's advice to work.

I've been in the non-profit world on some level for almost 30 years and this short little book is one of the clearest guides for effective writing that I've seen. While an excellent reminder for an 'old pro' like me, it is an essential guide for those just starting out in the field and is an important resource for volunteers and board members. Jeff Brooks presents the usual counter-intuitive writing strategies that make for compelling and effective donor communications in a way that any pro or layperson can grasp. In other words, he practices what he preaches! So start your development and PR/marketing subcommittees off with this book, then feel free to move on to other excellent, more

in-depth offerings by Mal Warwick, Tom Ahern, and others. I just ordered 6 copies for volunteers and board members to read. After reading this little gem, I'm sure you will do the same!

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