

How to Raise \$1 Million (Or More!) in 10 Bitesized Steps: A Failproof Guide for Board Members, Volunteers and Staff

Andrea Kihlstedt



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Many would have you believe that raising \$1 million or more is complex, requires countless meetings, an outsized pool of prospects, and the costly aid of a consultant. Andrea Kihlstedt punctures that notion by showing that intelligent board members, volunteers, and staff have within them the skills and common sense to make it happen. Kihlstedt's 10 steps will and won't surprise you. If you have experience, you already know the importance of a campaign's infrastructure: the need to refine your case, identify the right chair, and adhere to the proven sequence of soliciting. But what WILL surprise you, and where the strength of the book lies, is the fresh way Kihlstedt, herself a consultant with some 27 years of experience, helps you line up your ducks. There's her guaranteed strategy for making sure you have the right chairman. There's her sure way of determining if you have a strong enough case. There's her inviting methodology for getting your insiders to give. Kihlstedt offers too many of these outside the box strategies to discuss here, but each is based in reality, in the ways actual organizations have paved the way for you. Nicely complements Jerold Panas' bestselling book, Asking.

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