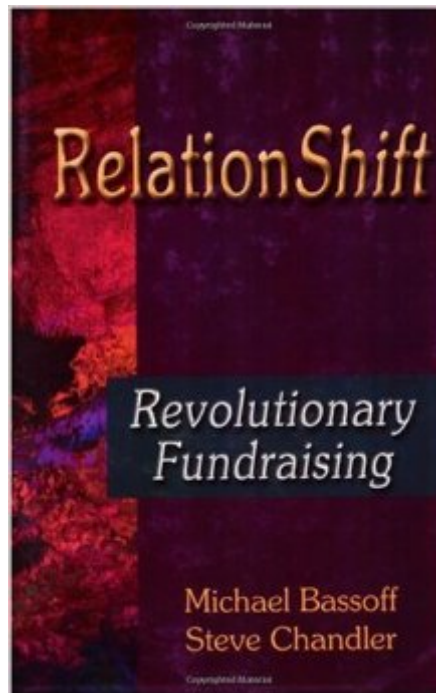


The book was found

RelationShift: Revolutionary Fundraising



Synopsis

Best-selling author Steve Chandler and one of America's most innovative, successful fundraisers Michael Bassoff have coauthored this unique book to teach you their easy-to-follow, proven system for creating new relationships that lead to raising millions of dollars.

Book Information

Paperback: 175 pages

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Average Customer Review: 4.7 out of 5 stars See all reviews (18 customer reviews)

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Customer Reviews

Bassoff and Chandler outline twenty dangerous myths that make up the belief systems of most fundraisers today. The book calls for a shift to a relationship building focus to replace the "scientific" approaches featured in the old fund raising books. For over thirty years I have been associated with non-profit organizations, church and para church ministries in professional and lay capacities. I have read books, and articles, and spent hours in board and committee meetings. After reading "Relation Shift" I am taking a new look at giving and receiving and am ready to make the relation shift in fund raising. The book is refreshing, enlightening, and highly motivating. Each chapter is filled with stories, examples, and illustrations for building relationships with your donors. The authors provide twenty positive reality shift statements and seven steps on the rope ladder to success to help you make the change, to break free of the twenty traditional, self defeating myths of fund raising. I was especially challenged by the reality shift suggested in lieu of myth number ten. Myth: "You don't have enough staff to raise the money your organization needs." Reality Shift: "The number of people you have is not as big a priority as the depth of the relationships you yourself create." Steve Chandler known for his books and seminars on relationship selling is one of America's most resourceful and successful fundraisers. Co-author, Michael Bassoff, nationally known in the field of

health science development, as president of the TGen Foundation has been responsible for raising millions of dollars in gifts for research. These men are well qualified to write this revolutionary fundraising paradigm shift.

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