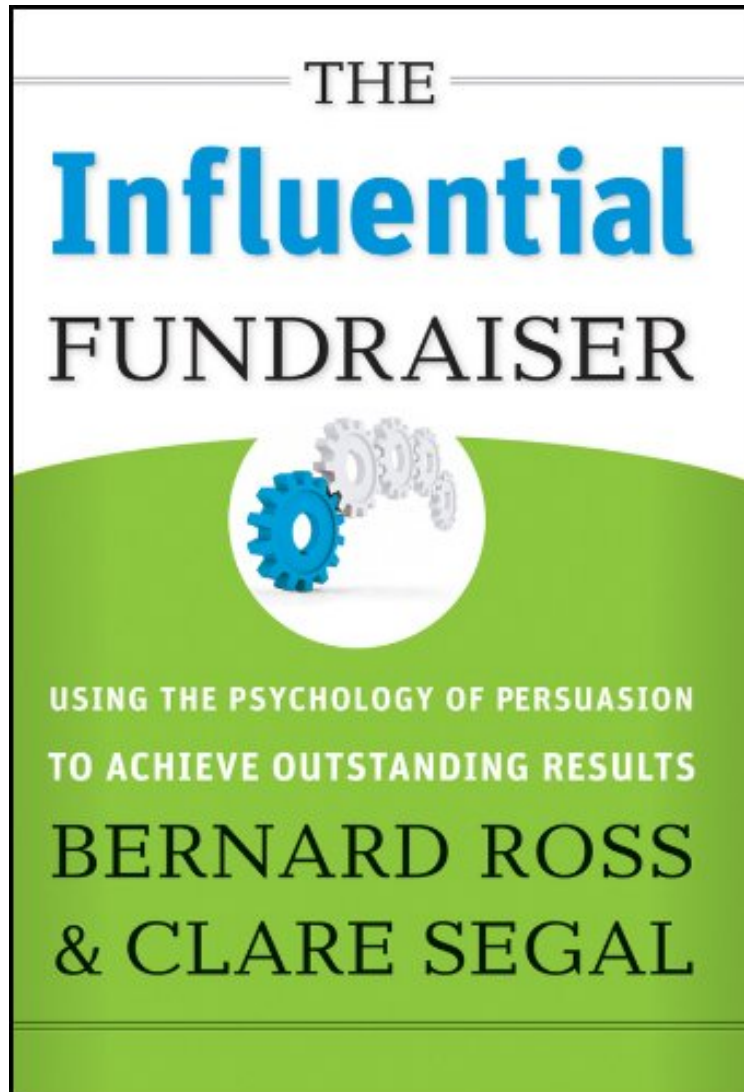


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## The Influential Fundraiser: Using the Psychology of Persuasion to Achieve Outstanding Results

*Bernard Ross, Clare Segal*

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0 of 1 people found the following review helpful. You need to buy two copies of this bookBy Harvey McKinnonThis is a wonderful book that belongs on the shelf of every smart fundraiser. Bernard Ross and Claire Segal have unearthed the best and latest research on the psychology of persuasion. Then they matched it with their decades of management and fund-raising experience. In this process, they have provided new insights that will help you do your job -- virtually

any job -- better. I am confident that the ideas and the techniques they explore in this book will also help you in your personal life. When you buy this book -- and you must -- I encourage you to get two copies. That's because someone will almost surely want to borrow the book, and I'm equally certain they won't return your copy because they'll want to keep to themselves. I'm usually happy if I get one or two new, highly useful ideas in a book. This book literally has dozens of great ideas. It is also destined to have a special place in the top 10 fundraising books of all time. Harvey McKinnon, is co-author of *The Power of Giving: How Giving Back Enriches Us All*, and three books on fundraising. 13 of 15 people found the following review helpful. A book for mere salesmen. The last I heard NP fundraising was not supposed to be about doing mere sales work when soliciting. By Jeff Lippincott This book was merely OK. I found it to be a book on sales for fundraisers in the nonprofit community. There are a ton of such books on the subject that fill the racks at Barnes Noble in the sales section of the store. Basically they all say: (1) know your product inside and out, (2) be enthusiastic about your product, (3) be a people person when stuffing the product down the throat of the prospect, and (4) don't accept a no for an answer. The influential fundraiser is a major gifts fundraiser. This is not something the authors specifically say in the book. And that is one of the reasons for the low rating. I could not believe the authors mixed (1) uninspired email solicitations, (2) dull fundraising dinners, and (3) cookie-cutter direct mail campaigns with the subject matter of this book. Those tools and techniques for nonprofit fundraising have their time and place. But it is not during the major gift solicitations that are done face-to-face. In my humble opinion there are two great books on high-end gift solicitation. The first is "Major Gifts" (ISBN: 0471738379), and the second is "The Ask" (ISBN: 0787978566). I have read them both and posted positive reviews on for them. Another book that might be considered related (and I think definitely a good resource) is "Developing Your Case for Support" (ISBN: 0787952451). I have gotten positive feedback from some of my SCORE clients who have used it after I recommended they take a look at it. Major gift solicitation is about planning how to extract cash from a donor. It requires investigation, research of the prospect's 5Cs (capacity, connection, commitment, care, contribution), and planning. It requires having a written Case for Support. And it requires having someone who has made a large cash gift to the organization to do the ask. The person performing this last step may enjoy reading the instant book being reviewed. But as long as that person has good people skills and has made a large gift to the organization already, then everything will probably fall into place just fine without reading the book being reviewed. 3 stars! PS. Examine the Search Inside feature offers. There you can examine the detailed Table of Contents for this book. I found it quite odd that the book was divided into 5 parts, but some parts only has 1 or 2 chapters when others had as many as 3.0 of 1 people found the following review helpful. An Influential Classic By Jeffrey Jowdy In *The Influential Fundraiser*, Bernard Ross and Clare Segal have hit another homerun! The authors of *Breakthrough Thinking for Nonprofit Organizations* have penned another classic - a must-read for fundraising professionals and a book that readers will continually reference. The pair also walks the talk - through their dynamic presentations in America, Europe and beyond, as well as through their successful London-based consultancy. In their unique style, Bernard and Clare pull together diverse thoughts and provide the reader with an easy to understand, practical guide on how to use the psychology of persuasion for deepening meaningful donor relationships and presenting opportunities with greater significance and clarity. The book walks you through the 5Ps: Passion, Proposal, Preparation, Persuasion and Persistence, offering techniques and approaches for each. Reading and absorbing these principles will enhance a professional's skills of persuasion - building their professional success. There are practical examples that you can use in communicating with donors, making presentations and in any situation where excellent communication and sincere persuasion are beneficial. Ross and Segal provide a great roadmap for increased success - and they make it lively and engaging. As the president of a consulting firm serving nonprofits, I'll be asking our team to read *The Influential Fundraiser* and will be recommending this impactful book to clients.

How to apply the latest developments in psychology and neurology for better fundraising and influencing skills  
Leading fundraising expert Bernard Ross offers an alternative yet effective model for asking and influencing potential donors and peers, using the latest techniques developed in the neural and psychological sciences. He shows individuals how to make a compelling ask to mid- and high-value donors, win board members over to a new campaign strategy, convince reluctant colleagues to commit to their ideas, and confidently handle the objections of a skeptical venture philanthropist. Bernard Ross and Clare Segal (London, UK) are Directors of the Management Centre, the United Kingdom's largest nonprofit management consultancy and training organization.