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The Generosity Network: New Transformational Tools For Successful Fund-Raising



Synopsis

The Generosity Network is the essential guide to the art of activating resources of every kind behind any worthy cause. Philanthropist Jeff Walker and fund-raising expert Jennifer McCrea offer a fresh new perspective that can make the toughest challenges of nonprofit management and development less stressful, more rewarding and even fun. Walker and McCrea show how traditional pre-scripted, money-centered, goal-oriented fund-raising techniques lead to anxiety and failure, while open-spirited, curiosity-driven, person-to-person connections lead to discovery, growth and often amazing results. Through engrossing personal stories, a wealth of innovative suggestions, and inspiring examples, they show nonprofit leaders how to build a community of engaged partners who share a common passion and are eager to provide the resources needed to change the world not just money, but also time, talents, personal networks, creative thinking, public support, and all the other forms of social capital that often seem scanty yet are really abundant, waiting to be uncovered and mobilized. Highly practical, motivating, and thought provoking, The Generosity Network is designed to energize and empower nonprofit leaders, managers, donors, board members, and other supporters. Whether you help run a multimillion-dollar global nonprofit or raise funds for a local scout troop, PTA, or other community organization, you will learn new approaches that will make your work more successful and enjoyable than ever.

Book Information

Hardcover: 304 pages

Publisher: Deepak Chopra; 8/25/13 edition (September 24, 2013)

Language: English

ISBN-10: 0770437796

ISBN-13: 978-0770437794

Product Dimensions: 6.4 x 1.2 x 9.6 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars See all reviews (37 customer reviews)

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Customer Reviews

OK. Let me be honest. I started on this journey pretty skeptically. As founder of a new nonprofit (Blue Engine) I was nervous about raising funds and didn't believe that these kinds of lessons could be taught in a conference, let alone a book. I was wrong, on both counts. The Generosity Network is a practical story, intuitive, sensible, and narratively compelling; it also, somehow, manages to signal an underlying philosophy about how we might live fuller lives. Yes, I just wrote that, with a straight face. The more I think about the lessons here, the more I realize that Jeff and Jennifer have crafted a handbook for how we might develop more real, authentic partnerships with one another, partnerships that keep meaning at the center of each and every encounter while exchanging multiple sources of value (energy, commitment, expertise, finances, fears, hopes...) in the process of building something big - something that could not become 'real' without both sides pitching in and getting neck-deep. This is the opposite of tin-cup supplicancy - it's about having fun, believing in the power of ideas, and coming together to make things happen. Am I biased? Big time. The ideas have changed how I think about / practice leadership at Blue Engine, including how I train my staff, how we think about growing our network of partners, and how I approach every new partnership. If you're in the early stages of building an org, this is a must read. If you're training your development and communications staff on how to become more effective in their jobs - buy this book for them. If you're a philanthropist looking to upend some of your expectations for why partnerships work vs. stall, this could (?) challenge your worldview.

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