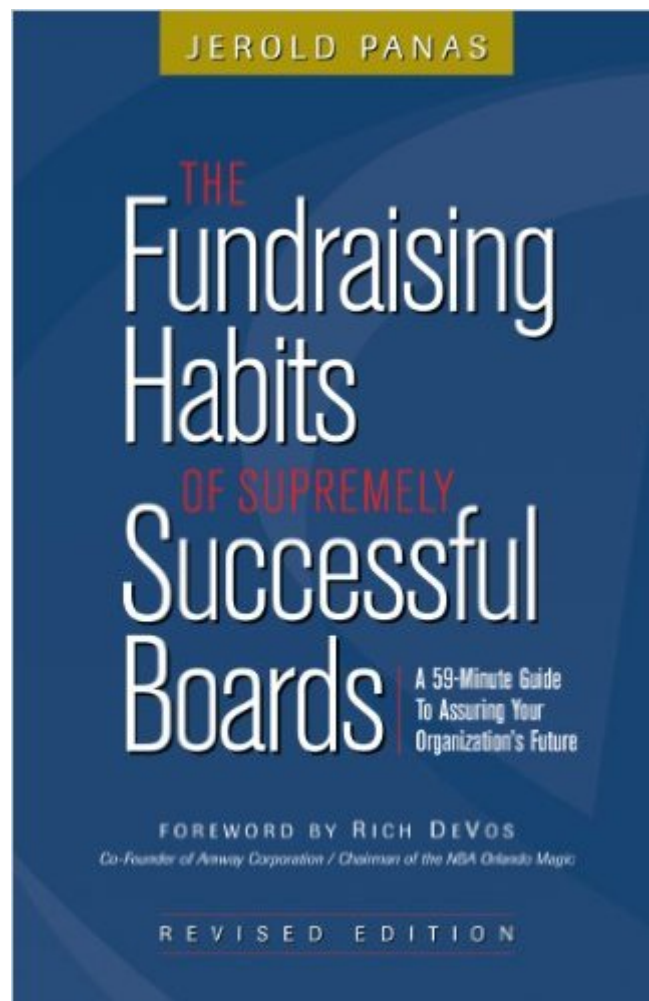


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# The Fundraising Habits Of Supremely Successful Boards: A 59-Minute Guide To Assuring Your Organization's Future



## Synopsis

He's the 800-pound gorilla of philanthropy, though he tips the scales at 165. The boards he consults with raise unthinkable sums. And what is Jerold Panas's secret? It centers on helping boards adopt the right approach, or rather, the right habits. In *The Fundraising Habits of Supremely Successful Boards*, Jerry reveals how your board can raise surprisingly more money with a tweak here and there. Written specifically for board members, and filled with stories that board members can relate to, Jerry knows how to inspire. He should. He's motivated nearly 400 boards to raise literally billions of dollars. And the book takes only an hour to read. If you've got a sluggish board, or one that's tentative, or one that simply needs guidance, have them weigh in with Jerry. This gentle giant will bring out their best. Complements Panas' classic book, *Asking*. --This text refers to an out of print or unavailable edition of this title.

## Book Information

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## Customer Reviews

I serve on one non-profit Board, so naturally when I was browsing and came across *THE FUNDRAISING HABITS OF SUPREMELY SUCCESSFUL BOARDS* by Jerold Panas, I just had to get it. The fact that its subtitle promised me that I could read it in 59 minutes made it even more appealing . . . what's best of all: the ideas contained in the book made sense . . . and they work! For example, there was this one: Not only is it good manners to thank donors, it's fiscally prudent. It costs a whopping 4 1/2 times the resources, staff and energy to acquire a new donor as it is to keep a current one. Nothing profound, yet something that we forget all too often--regardless of our field of

endeavor. Then there was the following: Givers give. Which explains why at the end of your campaign, if you're short of goal, you call on those who have already given. You don't go to those who earlier said, "call on me later." Chances are they'll put you off again. Lastly, this tidbit really struck home: From my 40 years of experience, I can say without question the first and foremost reason people give is because your organization changes lives or saves lives. Although it took me less than an hour to read, I must admit to going back to reread it because there were so many fine ideas contained therein . . . in fact, I'm going to recommend THE FUNDRAISING HABITS to my non-profit Board and, also, to my friends who belong to other Boards.

Jerry Panas has written a book all of us in philanthropy will want to give to every member of our boards. How often during my twenty-five years of fundraising I have said: "Oh, what I wouldn't give for a stronger board!" What I was really saying was "I wish my board members would give our organization more financial support." And, time and again, I have made the excuse for our board members that they were not chosen because of their philanthropic generosity, but because of their area of expertise. Panas will never let us get away with this excuse again! He raises the bar both for philanthropy staff and for board members with "24 Fundraising Habits" that will change, for the better, our ability to develop effective board members and raise financial support for our organization's mission.

I'm a fan of the author. I've attended his seminars and purchased other books. This is just not up to the standards of usefulness and interest he typically delivers. There is no meat to the book. It is just fluff on the qualities of a board or board member - integrity, loyalty, etc. - all soft stuff that anyone could figure out without much knowledge of the industry. I'm a DOD for a non-profit and would not recommend this book to my Board or any other.

Good book, but it's best to look at what other Foundations do, and use what you learn to better your own Foundation. I donate to over 9 non-profits and watch their fundraising practices closely. I've also Founded my own organization to help hospitals in Russia that operated at 125% efficiency, so I know how to run an efficient operation. Too many Foundations create jobs for themselves that waste funds that could be better used. Many put themselves in roles as Grant writers when they could very well find volunteers who would do just as good a job if not better. The best run Foundation that I've found has been innovative and developed a number of unique approaches, [www.thewildanimalsanctuary.org](http://www.thewildanimalsanctuary.org) in Colorado. It's the largest animal sanctuary in the world and has

huge overhead, yet continues to come up with innovative ideas to reduce their cost and care for these animals. Be on the look out for lazy individuals wishing to collect a paycheck for work that could very easily be done by a volunteer. Plus, all Foundations can benefit from selling products related to their Foundation on-line. Make sure that it's 80% efficient before donating.

Previously, when we were planning our major gifts campaign, I used Panas' book, ASKING, to motivate my board. It did the trick. Figuring lightning might strike twice, I recently gave them a copy of FUNDRAISING HABITS. They liked it just as much. And they're in the early stages of modeling some of the behaviors Panas outlines. Definitely if you have a board that needs a fundraising "pump up", this book may help.

As always, Jerry hits the ball out of the ballpark! I've read this book a few times and needed a new copy for myself, just to refresh my memory and be re-inspired, as I always am when reading a Panas book. Jerry's style is so affable, so readable, that I fly through his books...often during a short flight! If he's not the best fundraiser on the planet, I'd like to know who is. Another Panas "must read"!

Jerry Panas has a remarkable ability to find the essence of things and then tell stories that bring those essentials to life. That's just what The Fundraising Habits of Supremely Successful Boards does. When I read the table of contents I knew what I needed to do to be a great board member. I must confess that I found the habits he suggests a bit daunting, but when I dive into each chapter and read the stories that perfectly exemplify each habit, I'm convinced of their importance. There are no bones about it, Jerry pushes us all to live up to a high standard of excellence. And in case you think Jerry's talking about someone other than you, he's included a short report card at the very end so you can assess your own behavior. It's a wonderful tool for all boards. Being a bit of a writer myself, I know how hard it is to write simple, clear, compelling prose. Jerry's a master at this. What a gift. I'm so happy he shares it with us all.

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