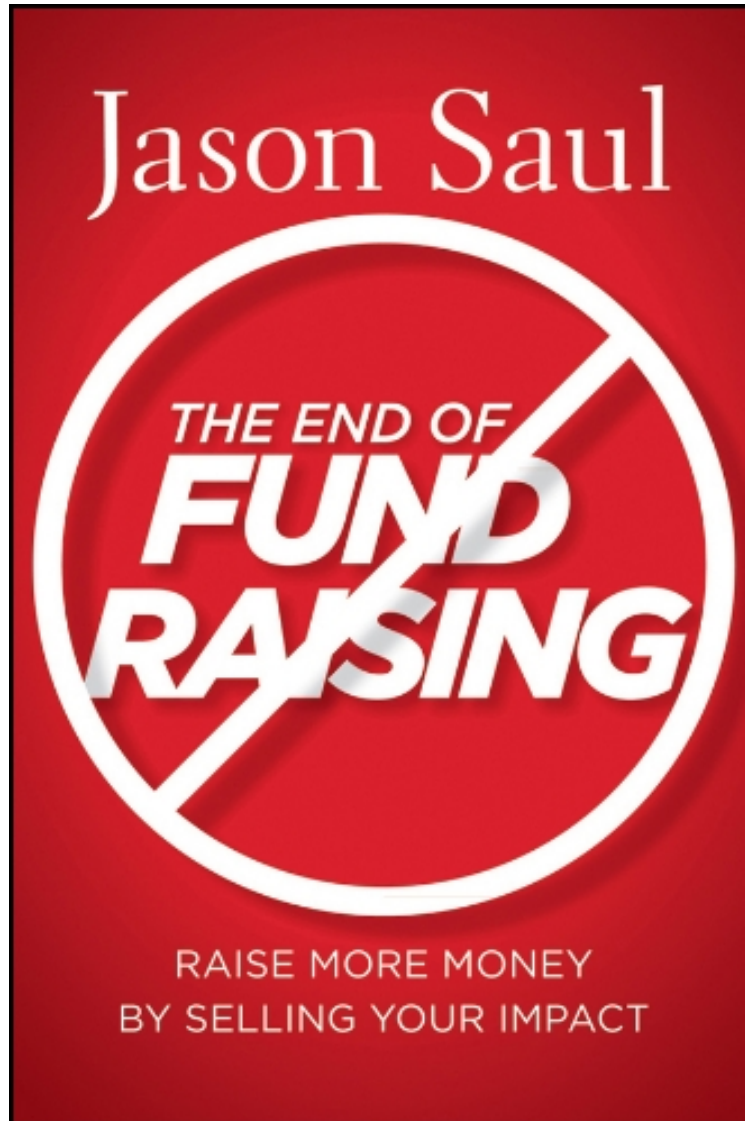


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# The End of Fundraising: Raise More Money by Selling Your Impact

Jason Saul

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**Jason Saul : The End of Fundraising: Raise More Money by Selling Your Impact** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The End of Fundraising: Raise More Money by Selling Your Impact:

Why does it cost nonprofits on average \$20 to raise \$100, while it costs companies only \$4? Simply put: Nonprofits have no leverage. No one has to make a donation. And since most donors have no direct stake in the organizations

they support, they make donations out of the goodness of their hearts. If donors feel like writing a check, they will. If they don't, they won't. The End of Fundraising turns fundraising on its head, teaching nonprofits how to stop begging for charity and start selling impact. For the first time, nonprofits have economic power. We live in a new era where consumers, businesses, investors, employees, and service providers attach real economic value to social outcomes. An era where yesterday's "feel good" issues—education, the environment, health care, the arts, and animal rights—now have direct economic consequences and opportunities. Nonprofits now have leverage. To use this leverage, nonprofits must learn how to "sell" their impact to a new set of stakeholders. Using his fifteen years of experience advising the world's leading nonprofits, foundations, and corporations, Jason Saul reveals the formula for how nonprofits transcend the paradigm of charitable fundraising and reach true financial sustainability. Specifically, this groundbreaking book offers nonprofit professionals a guide to Understand the role of social change in our economy