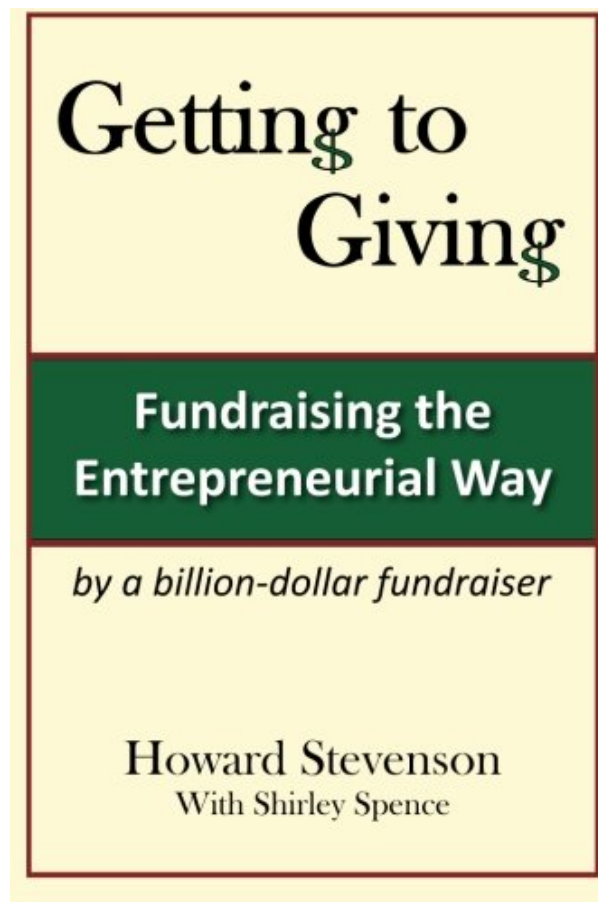


**GETTING TO GIVING: FUNDRAISING THE
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About the Author

Howard Stevenson is the Sarofim-Rock Professor of Business Administration at Harvard Business School, Senior Associate Dean, Director of Publication Activities, and the Vice Provost for Harvard University Planning and Resources. A member and former chair of the Entrepreneurial Management Unit, he has served as the School's Senior Associate Dean and Director of External Relations, chair of the Latin American Faculty Advisory Group, Senior Associate Dean and Director of Financial and Information Systems, and faculty chair of Executive Education's Owner/President Manager (OPM) Program. Professor Stevenson's research focuses on the life patterns that create enduring success, entrepreneurship and predictability. He has authored or coauthored more than 150 case studies, numerous articles, and nine books including *Just Enough: Tools for Creating Success in Your Work and Life* (with L. Nash) and, *Make Your Own Luck: 12 Practical Steps to Taking Smarter Risks in Business* (with E. Shapiro). He has created several successful companies. Currently he is a director of Camp Dresser & McKee and Landmark Communications. He is a director of National Public Radio, a Trustee of the Massachusetts chapter of The Nature Conservancy, Mt. Auburn Hospital, and Trustee Emeritus of The Boston Ballet. He served as Director and President of The Sudbury Valley Trustees.

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Philanthropy is a powerful force in our society but the challenges are great, particularly during an economic downturn that has dampened contributions even as the demand for services escalates. Howard Stevenson has written *Getting to Giving: Fundraising the Entrepreneurial Way* based on his many years as a donor, fundraiser and entrepreneur. He offers practical techniques and real life stories, and brings passion and humor to the art and science of asking for money. Topics covered in the book include: • What motivates donors to give • The four donor questions that you must be able to answer • How to craft compelling messages about your organization and cause • How to think and act like an entrepreneur • What your role is as a fundraising leader • Why and how fundraising can be rewarding and fun!

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a treasure

By William M. Polk

Howard Stevenson has written the best book that I have ever read about fund raising. The novice as well as the seasoned veteran will find a wealth of excellent advice on how to, and how not to, approach this vital endeavor. Directors of Development should give a copy to every volunteer.

William M Polk

Headmaster

Groton School

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Fund raising par excellence

By David W. Scudder

This marvelous book is the best handbook on fund raising ever written. It's totally serious but it's also very funny, using many wonderful examples. For any person involved with non-profits, this book should be on their must list. I was especially impressed by Chapter 6, on what makes a successful fund raising leader. The tips on what to remember--from "it's not about you", to "it should be fun"--should be memorized by every board chair, every board campaign chair, every board participant in a campaign. If they do so, then any of their campaigns will be a major success.

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By Paula

If you run or oversee a mission-driven nonprofit with limited resources, you need **GETTING TO GIVING!** Stevenson's deep understanding of organizations and human motivation contributed to his amazing success as a fundraiser for a variety of institutions, large and small, and he shares his wisdom in this gem of a book. The message is clear: real success as an entrepreneurial fundraiser lies in identifying the challenges and unique opportunities presented by potential donors. This approach emphasizes the cultivation of donor-partners in ways that bring major gifts and extraordinary personal satisfaction. Board members and CEOs of nonprofits who want to establish a more effective development function should read-and share-this essential guide to fundraising leadership in the 21st century.

I'm giving this book to fellow board members who need to understand why development efforts often fail to yield truly significant gifts.

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