



Raising More Money: The Point of Entry Handbook- Second edition

Terry Axelrod

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Terry Axelrod's second book offers a deeper insight into the design of the Point of Entry, a cornerstone of the Raising More Money Model. Included are concrete examples, forms, and timelines, as well as a complete review of the Raising More Money Model.

Imagine a one-hour sizzling introductory event that tells your organization's story powerfully enough to inspire each guest to become involved in some way. Terry Axelrod, international fundraising expert and founder of the Raising More Money Model, walks you through the steps to customize the ideal Point of Entry for your organization's unique needs.

Learn how other organizations have been successful in implementing the Raising More Money Model and creating a lasting legacy of a self-sustaining system that generates lifelong donors. You'll get all the practical tools for launching a lasting mission-centered relationship with your donors, including sample timelines, scripts, checklists, and handouts. In this book, you'll find:

-Practical examples of Point of Entry Events for all types of organizations -A sample script for inviting people to your Point of Entry Events -A checklist to help you design the detailed timeline for your Point of Entry Event -Sign-in card, Fact Sheet, Wish List, and Thankathon script samples

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