

The Joy of Fundraising

By Terry Axelrod

Nonfiction

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“Seattle fundraising expert Terry Axelrod strikes gold with her latest book
The Joy of Fundraising...”

~ Dana Blozis, independent book reviewer

Seattle fundraising expert Terry Axelrod strikes gold with her latest book *The Joy of Fundraising*, an idea-packed “how to” guide that puts the **fun** back in fundraising. Drawing on her 30+ years of nonprofit experience, Axelrod outlines her Benevon fundraising model which creates sustainable funding for nonprofit organizations of all sizes.

According to Axelrod, fundraising success begins with shifting your thinking from one of scarcity to abundance. Axelrod follows this critical paradigm shift with ways to adapt one’s focus and actions to improve an organization’s long-term financial success. In 26 short, easy-to-read chapters, the author offers specific ideas and examples on ways to build lasting and meaningful relationships with donors.

By following the adaptable Benevon model, nonprofit leaders and fundraisers will learn how to rediscover their passion for their organizations, share that passion with others and tailor events and donation requests to meet each donor’s specific needs.

This well-written guide should be required reading for all nonprofits who are eager to sustain their organization for the long haul. Axelrod’s *The Joy of Fundraising* is a winner!