

# Guerilla Fundraising 101 -- Fundraising Strategies That Work

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Today there are more non-profit groups than ever before. On the one hand, this is a great development - it means that as a society we are becoming more aware of a need to give to others and are even taking the necessary steps to ensure that we help others. On the other hand, though, the presence of so many non-profits creates a unique problem - giver burnout. Giver burnout happens when individuals get so many appeals for help - from large cancer societies, small women's shelters, literacy organizations, and every possible non-profit group in-between that they feel overwhelmed and are less apt to contribute anything to anyone. Even those individuals who do want to contribute have had to cut back on who they contribute to - there are simply too many groups requesting money and only so much disposable income any one person has. What all this means if you are a non-profit group is that you must work harder to get funding. Where in the past groups often did well just by asking for money or organizing one big event to fundraise each year, now fundraising is big business. Most non-profit groups will find that they need to take a more organized and diversified approach to fundraising in order to raise the money they need. Most groups will need to rely on a number of efforts and money sources just to survive. The increased competitiveness of fundraising has created a whole fundraising business. There are consulting firms and public relations firms that will help you fundraise more effectively - for a price, of course. There are also many companies that claim that their fundraising efforts or products will make money for your non-profit in exchange for a share in the profits. Advertisers, computer programs, and even paid workshops have all been set up to help you learn how to fundraise. If you are a small non-profit group, however, all these services and products can quickly add up, and if you are looking for effective fundraising ideas, chances are you are looking to make money rather than looking to spend it. Luckily, with Guerrilla Fundraising 101 you will learn the effective gameplans and techniques you need to start making real money for your group - all within your budget. Here is what this amazing report will teach you: \* Who Gives Money? Honing in On Who You are Fundraising From \* Fundraising Ideas: Finding the Best Ones for Your Non-Profit \* Developing a Fundraising Plan \* Recruiting a Fundraising Team \* Staying Organized While Fundraising \*

Communicating with Donors: The Best Way to Raise Money \* Fundraising and Technology: \* Can You Really Fundraise from a Computer? \* Secrets of Successful Fundraising: \* How to Raise More Money with Less Hassle \* Fundraising Mistakes that Could Get Your Non-Profit into Trouble For a limited time only, we are selling Guerrilla Fundraising 101 for just \$5.99. Once you order this awesome book you can download it instantly as an adobe PDF file and read it on your computer, i-Pad, i-phone or e-reader. If you dont have an Adobe reader, you can download one for free by going to adobe.com. Much Peace & Prosperity, Chet Dembeck Publisher of One

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