

DONOR-CENTERED FOR BOARDS

...how any Board can become a fundraising powerhouse

According to donors, Leadership Volunteers can persuade them to give and give more generously than they could have ever imagined. Yet, most Board members don't realize they have that influence, nor do they know how to leverage it to help their not-for-profits raise more money. While four out of five Leadership Volunteers acknowledges their responsibility for fundraising, the majority also feels they lack the necessary skills and confidence to do a good job.

In *Donor-Centered for Boards*, Penelope offers advice from donors and surprising evidence that any Board or individual Leadership Volunteer can profoundly impact the bottom line by engaging in activities that are both appealing and rewarding. And, she suggests how the Board, the CEO and professional fundraisers can work more effectively as a team to unleash the untapped philanthropic potential that donors say they are holding back – just waiting to be inspired.