



## **The Raising of Money: Thirty-Five Essentials Every Trustee Should Know**

*James Gregory Lord*

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**The Raising of Money: Thirty-Five Essentials Every Trustee Should Know** James Gregory Lord "Sage advice." -- Booklist, March 15, 1983 "The" classic book on fund raising. "The Raising of Money" quickly became the all-time bestselling book in the world on fund raising, a distinction it continues to maintain because the human principles are timeless. It's also still the only book that distills the most important ideas - the essence - of fund raising and presents them in such a concise and useful format. It's like a checklist. The core of fund raising's key ideas are delivered each in a few hundred words. Often, called "the bible of fund raising," it's also being used as a desk-top reference for the professional, including the organization's CEO. Professionals give the book to volunteers as a gift to do their work for them: It gives them a quick grasp of what works in fund raising and what doesn't. It is designed to add weight and credibility to the ideas that the most successful development executives emphasize to their volunteers. ?? Author Jim Lord's life has been dedicated to advancing society, beginning with a 1975 series of articles on quality of life in American cities. In the first decades of his work, he facilitated the investments that people wanted to make in social sector organizations. And indeed billions of dollars have been contributed to causes where Jim has served as "thinking partner" in the relationship. A complement to "The Raising of Money" is "The Philanthropic Quest," a nine-installment series for the professional in fund raising. Looking beyond the rewards of that pathway, he committed himself to expanding the idea of what is possible for humanity, studying that question in intensive workshops with small groups of selected leaders from more than 50 countries. From that groundbreaking work, new ideas and practices emerged to advance our society to its next level through causes and organizations of social good. Now, more than a decade after the first learning lab, those discoveries will become available in his title, "What Kind of World Do You Want?" The author is listed in 'Who's Who in the World.' [www.lord.org](http://www.lord.org). Three Volunteer Leaders Comment on Jim Lord's work . . . From the founder of Procura A.C., the first institute in Latin America to teach institutional development . . . "Jim has helped me visualize where donors and non-profit organizations converge, where we can make the difference in a positive, human and ethical way. Bravo, Jim! Your way of thinking has inspired the 6,000 participants Procura has trained in Mexico and Latin America." - Marcela Orvananos de Rovzar, President of the Board, UNICEF Mexico From the former vice chair of the largest privately held company in the world . . . "When I was introduced to this approach, it was the first time an organization had ever asked what was important to me. It influenced how I think about myself philanthropically and how we need to treat others." - Barney Saunders, Civic leader; Vice chair (retired) Cargill, Inc. From the co-founder of a ten-year old school in Vancouver, widely considered the best in British Columbia . . . "We always felt we were on a heroic journey and it was confirmed to us by an introduction to Jim Lord's Philanthropic Quest. Jim's talent lies in helping individuals and organizations discover their strengths and articulate their highest aspirations for themselves and for society at large. This process energizes and inspires the commitment of volunteers and donors. What a gift for us all." - Debbie MacDougall, Board member, Southridge School, Vancouver

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