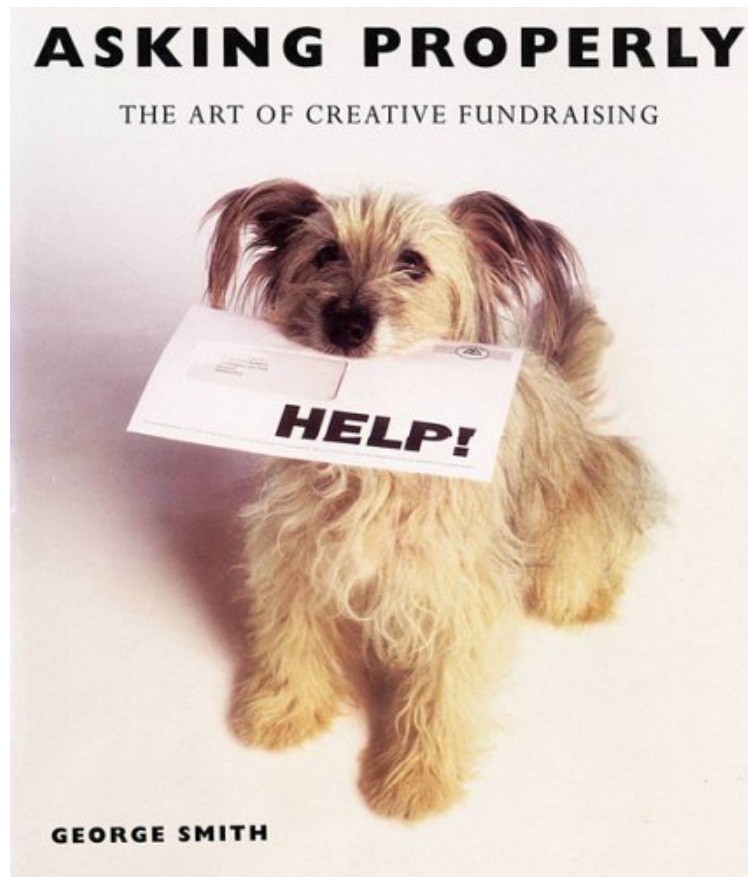


Asking Properly: The Art of Creative Fundraising

George Smith

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George Smith : Asking Properly: The Art of Creative Fundraising before purchasing it in order to gage whether or not it would be worth my time, and all praised Asking Properly: The Art of Creative Fundraising:

1 of 1 people found the following review helpful. Simply, the bestBy Ken BThis is undoubtedly the best book ever written on the subject of creativity in fundraising and communication. A short list, admittedly, but an important subject nonetheless. OK, I confess to some bias here as George Smith is a lifelong friend and I do own The White Lion Press Limited, his publisher. But if you want to see lots of other independent reviews of this timeless classic go to their site on line ([...]). You'll see a common consensus that this is one book no serious fundraiser should be without.George Smith is world famous as a witty, perceptive observer of voluntary action and a precise, concise and captivating writer. He senses the beaming ghost of Orwell peering over his shoulder as he writes. So Asking Properly is an entertaining read from start to finish. But its 220 brightly illustrated pages add up to much more than that, built as this seminal book is upon anecdotes and experiences from more than three decades of engineering and crafting many of the best fundraising and social change campaigns of our times. Smith is an accomplished and rigorous guide, who frequently stops his readers in their tracks, forcing them to reconsider long-held views that he effortlessly exposes as ill-conceived or just plain wrong. As former UNICEF fundraising supremo PB Le Bas said of it, `Asking Properly is one

of those very few books you will want to keep beside you, for life.'Ken Burnett[...]