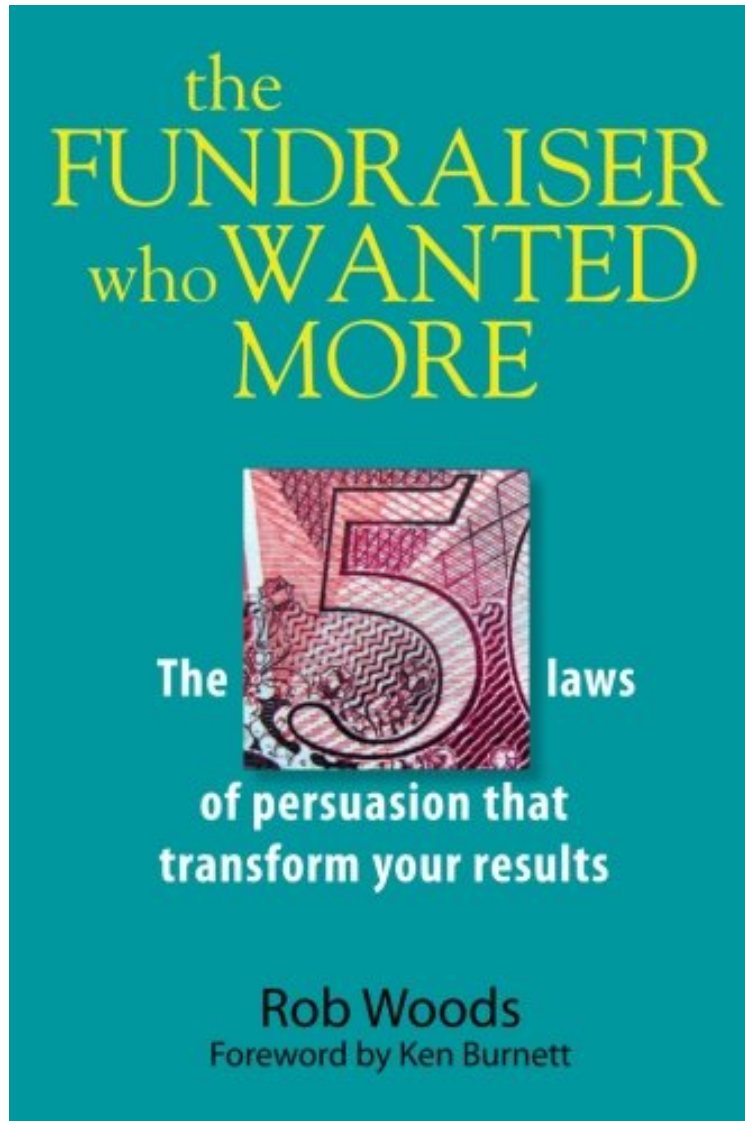


The Fundraiser Who Wanted More: The 5 Laws Of Persuasion That Transform Your Results

Rob Woods

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profit!By Chris MartinezI've done fundraising for soccer clubs here in the United States and it is a laborious and painstaking process. This book really helped me learn new aspects of fundraising and I'm really looking forward to using these tips in the Fall. Mr. Woods is definitely an expert in this field. A great book for anyone who has to do fundraising.

This is a story about a charity fundraiser who learns valuable secrets. The story helps you understand precisely how to model these strategies, so that you take more action, feel more confident and raise a lot more money.

About the AuthorAward-winning trainer Rob Woods has worked in fundraising since January 2000. Originally a fundraiser for the NSPCC, since becoming an independent trainer and coach in 2007 he has helped more than five thousand fundraisers and directors, chief executives and trustees. Rob has helped organisations of every size, from small charities with little dedicated fundraising resource, to some of the worlds leading charitable organisations. His clients include Cambridge University, CRUK, Oxfam, Macmillan Cancer Care, and The British Heart Foundation. He is a tutor for the Institute of Fundraising Academy.