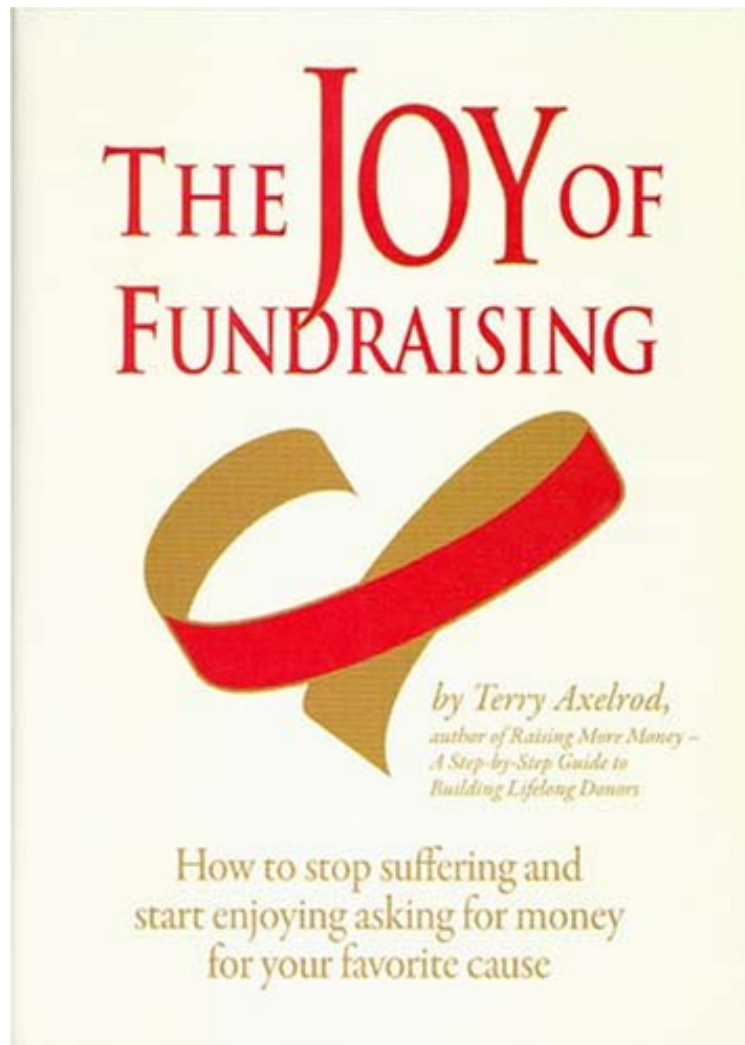


## The Joy of Fundraising

Terry Axelrod

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**Terry Axelrod : The Joy of Fundraising** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Joy of Fundraising:

The Joy of Fundraising will teach you to shift your thinking, focus, and actions to an abundance-based approach that attracts long-term donors who are passionate about your mission. Challenging long-held assumptions of scarcity-based fundraising, The Joy of Fundraising gives you a simple, powerful recipe for long-term fundraising success. Author Terry Axelrod, fundraising expert and founder of Benevon (formerly Raising More Money), condenses her years of

teaching into powerful gems of fundraising advice that can benefit anyone with a cause to support. Rather than suffering on the annual fundraising treadmill, you will learn the true joy of fundraising allowing your donors to contribute to a cause they believe in and generate sustainable funding.