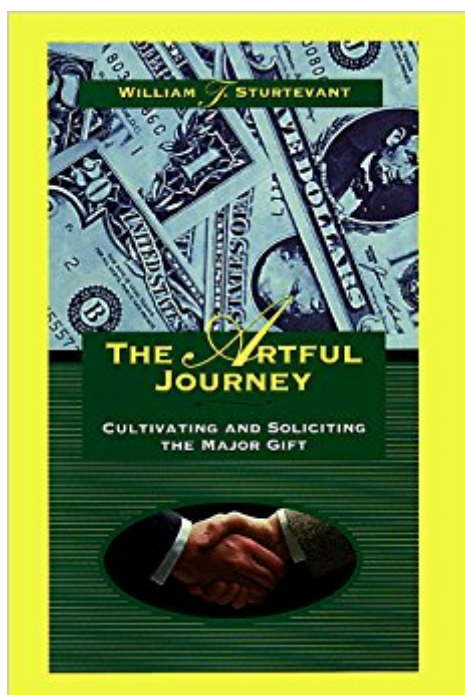


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# The Artful Journey: Cultivating And Soliciting The Major Gift



## Synopsis

Here is the first really practical book on major gift fundraising. It is a step-by-step guide to ensuring a success.

## Book Information

Hardcover: 219 pages

Publisher: Taylor Trade Publishing (July 31, 1993)

Language: English

ISBN-10: 1566250900

ISBN-13: 978-1566250900

Product Dimensions: 6 x 1 x 9 inches

Shipping Weight: 1.3 pounds

Average Customer Review: 4.8 out of 5 stars 12 customer reviews

Best Sellers Rank: #221,743 in Books (See Top 100 in Books) #116 in [Books > Politics & Social Sciences > Social Sciences > Philanthropy & Charity](#) #220 in [Books > Business & Money > Small Business & Entrepreneurship > Nonprofit Organizations & Charities](#) #7902 in [Books > Business & Money > Management & Leadership](#)

## Customer Reviews

Anyone who values donor-focused development strategies and the importance of donor cultivation that is both systematic and 'human' will find themselves rereading this book over and over. Part science and part art, Bill Sturtevant's moves management strategy is a must for any development professional who wants to excel in their field. I wore out my original copy and had to buy a replacement.

As advertised, shipped on time. Highly Recommend. Oh the book is great too! learning a lot.

Great examples and teaching is excellent

We used it as a text book for a ministry stewardship class in conjunction with our fundraising project. It was instrumental in helping cultivate and solicit the major gift. A must read for all fundraisers.

We purchased this book for our newly implemented development department. This is a good resource for beginner fundraising. Very helpful in learning how to approach potential donors.

I love this book. I feel like the author is talking directly to me; love his humble style of presenting the information. As another reviewer wrote, "He draws extensively on other heavyweight fundraising authors so reading this book is really giving you the info from 3 or 4 of the top fundraisers in the country." He recommends their books as well; of course I will purchase them. This really is a must have in any NGO. Enjoy!

If you believe that the best fundraising comes from personalized stewardship, you should read this book. Sturtevant takes his years of experience in the higher education fundraising circle, and translates many of the best practices into a format that anyone can use. He offers a great understanding to the novice fundraiser (be they board, staff or volunteer) and really helps humanize an otherwise scary endeavor. Even the seasoned fundraiser will learn much from his experience, though you may notice redundancy toward the beginning of the last half of the book. Skip over the stuff you know, and you will still be pleased with the outcome. I've successfully used this book to help train members of my board and to aid in the development of a pro-fundraising philosophy around the office.

This book was loaned to me and now I have got to have a copy for my own library! Sturtevant not only tells what he is doing he tells us why and starts at the very beginning. He draws extensively on other heavyweight fundraising authors so reading this book is really giving you the info from 3 or 4 of the top fundraisers in the country. A "must have" in any development office.

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