



From the book
FriendRaising:
Community Engagement
Strategies for Boards Who
Hate Fundraising but Love
Making Friends
by Hildy Gottlieb

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Disclaimer

Do not buy this book if you are looking for a book that will finally get your board to fundraise.

If you are looking for a magic pill to make your board raise money, you have two options:

- ① Buy a different book - one that will tell you what you want to hear.*
- ② Buy this book. Read it cover to cover. Share it with your board. And then decide if maybe this is a better way.

With that out of the way, let's get started.

* If you do find a book that will "make" your board fundraise, here is a second disclaimer - one for THAT book: It probably will not work. Has anything you have done so far really worked to get your board to fundraise? Do you think perhaps it is time to consider a different way of thinking?