



Just in Time for Year End Fundraising

For author interviews, contact:
Michelle Carpenter at MediaGuests.net
801.836.3208

December 9, 2011 – Today Aloha Publishing in Boise, Idaho announces the release of *The Eight Principles of Sustainable Fundraising* by Larry C. Johnson.

Year end is **the** time for charities to reach their fundraising goals. In the next few weeks, charities will receive 41 percent of the contributions they will receive this year. Their success will depend upon how well they have **prepared and planned** for this crunch time. Large and small fundraising organizations alike can also be successful in the future raising critically needed funds if they take the right steps now.

Larry C. Johnson is the experts with the answers in his newly released book, *The Eight Principles of Sustainable Fundraising*. Using a straightforward, to-the-point style, *Eight Principles* focuses on helping organizational leaders reshape their approaches and processes to relate to donors as the investors they see themselves to be. Through application of the *Eight Principles*, changes can be made now that will affect their fundraising futures in a permanent and positive way—ensuring fundraising success in the long term.

A candid and engaging narrative is used in *Eight Principles* to stress the relational aspect of all true philanthropy and provide the keys to transforming fundraising anxiety into effective nonprofit leadership and fundraising success. Real-life case studies from the author's extensive experience and an original assessment tool are utilized to show charitable organizations where they are with respect to fundraising goals.

Who should read this book?

- Volunteers
- Board members
- Professional fundraisers
- Individuals encouraging others to invest along with them in the lives of others

In this time of giving, this book and author teaches the best way to go about giving the best gift. After all, fundraising is about people; not about money.

To interview Larry C. Johnson about *The Eight Principles*, contact:

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