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To Members of the Press:

Ever wonder how six-figure and even larger donations happen?

When you think of “fundraising,” is it the endless invitations to events, charity auctions, golfing tournaments, your child’s school fundraising projects, or the lovely phone solicitors that insist on calling during dinner that come to mind?

Large sustainable six figure and even larger gifts happen because donors want to make them. They happen because the fundraisers who cultivate and solicit these donors have adopted the right mental perspective – the right paradigm. Potential donors, much like a valued friendship, require a delicate touch and cultivation of the relationship. Employing the principles of interpersonal fundraising is more gratifying for all participants than the old-fashioned “sales” or “transaction” process of fundraising. Unfortunately, very few charitable organizations can realistically come close to their overall goals with this technique of fundraising.

Well known fundraising executive, Larry C. Johnson is a master at relationship based fund development. As an active guest on radio programs, workshop presenter, and industry trends expert, Johnson provides practical and proven insights into both the art and science of fundraising.

Larry C. Johnson, CFRE, founder of M.E. Grace, and author of *The Eight Principles of Sustainable Fundraising*, transforms fundraising anxiety into the opportunity of a lifetime. He has conducted hundreds of successful campaigns for organizations of all sizes. Johnson has over 20 years of direct involvement with charitable fund development and nonprofit management, with 14 of those years at the senior executive level. A graduate of both Vanderbilt and Yale, his career began in Fortune 100 program management before moving into charitable fundraising with Ketchum, Inc.

“Every nonprofit can achieve a sustainable fundraising revenue stream.”

Larry Johnson, author of *The Eight Principles of Sustainable Fundraising*

Johnson’s newly release book, *The Eight Principles of Sustainable Fundraising*, (Aloha Publishing, Dec 2011), empowers fundraisers, both volunteer and professional alike, to adopt the mindset that sees donors as people like themselves who want to invest in a worthwhile cause or

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organization. With a straightforward approach and to-the-point style, *Eight Principles* focuses on:

- Relationship based approach to donors; seeing them through their own eyes.
- Making real changes now that will positively affect fundraising futures permanently.
- Develop an action plan for moving their fundraising programs to the next level.
- Transforming fundraising anxiety
- The four building blocks, or tasks, necessary to engage donors

Fundraising is ultimately about people – people investing in the lives of other people. Regardless of how sophisticated our work becomes with statistical matrixes, behavioral models and excursions into sociology, person-to-person will always be the essential paradigm.

Johnson's mission is to help nonprofits appreciate their true fundraising potential. We look forward to partnering with you in sharing Larry's information. If you'd like to schedule a media interview with Larry C. Johnson please email, mediaguests@msn.com.

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