



## Larry C. Johnson listed as one of the Most Effective Fundraising Consultants

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**February 15, 2012** – Larry C. Johnson has been recognized as one of the top 30 Most Effective Fundraising Consultants in the USA by “The Giving Show,” the most listened-to radio program in the philanthropic sector. Johnson was ranked at #14 among an impressive list of professional colleagues for their contribution to the world of philanthropy.

While there are literally thousands of different ideas on how to raise money for nonprofit organizations, Larry C. Johnson focuses on a straight-forward approach for organizational leaders to build a fundraising program that delivers results and grows from year to year.

In 2010, Larry C. Johnson was named Outstanding Development Executive by the Association of Fundraising Professionals. Johnson is a frequent speaker, trainer and fundraising consultant having worked with hundreds of nonprofit organizations during the course of his 20+ year career in professional philanthropy. Johnson teaches principles that are statistically proven to be effective.

**Fundraising is not about money, it's about people**

Known as the expert with the answers, Johnson provides solutions in his newly released book, ***The Eight Principles of Sustainable Fundraising*** (Aloha Publishing, December 2011). *Eight Principles* focuses on the relational aspect of all true philanthropy and provides keys to transforming fundraising anxiety into effective nonprofit leadership and fundraising success.

Johnson sees fundraising as a “win-win” for both organizations and the donors that support them. While some nonprofits have reached pre-recession levels of fundraising – even exceeded those levels, others continue to struggle. Organizations that are building their fundraising programs on sustainable principles have emerged from the recession and are prospering. Those that are still chasing transactional event revenue, corporate sponsorships and one-time grants are often struggling.

Through application of the *Eight Principles*, changes can be made that will affect fundraising futures in a permanent and positive way—ensuring fundraising success in the long term.

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