

The Extreme Fundraising Ezine, Vol. III Issue 4

Welcome to the February 15th edition of Extreme Fundraising!

All the previous issues of the Extreme Fundraising Ezine are available in the archives at <http://fundraisingcoach.com/ezine.htm>.

I. Fundraising Follies: Erratic Public and Spell-Check

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I. Fundraising Follies: Erratic Public and Spell-Check

I love the emails I've gotten from development professionals sharing some of their follies. Here are a couple involving direct mail:

"Well, now I remember a time when I used the word 'erotic' when I meant 'erratic.' Luckily not in a situation when it could do any damage!"

*Jenny Hansell
Executive Director
North East Community Center
<http://www.neccmillerton.org/>*

"Probably the worst I can remember was in a mailing, when I learned the word public does not show up on spell check if you leave out the 'l.'"

*Denise Marhoefer
Miracles of Hope Network
www.miracles-of-hope.com*

We've all been there, haven't we? We work on a letter. Read it over. And over. Edit it again and again. Finally we mail it. Then, when we get our own copy in the mail and see mistakes like Jenny or Denise mention above!

Two things we can learn from this: (1) Spell-check is *not* the same as proof-reading, and (2) I've heard we're "spoiled" after we've read a letter more than three times. After that, we need to get someone that hasn't even seen the letter to read it.

If you've ever done this, isn't it embarrassing how many mistakes you've missed?

[I'm convinced we learn more from our mistakes than from our successes. I'd love to hear your funniest mistakes! You can send them to me at: marc@fundraisingcoach.com.]

II. Resource Spotlight: Asking

There aren't many books dedicated *solely* to teaching you how to ask for money. That's why I'm writing one! But since mine won't be ready for a few more months, be sure to check out *Asking: a 59-Minute Guide to Everything Board Members, Volunteers, and Staff* by Jerry Panas. Though priced at an expensive \$24.95, the 112 page *Asking* is very readable and filled with great advice. You can get it on Amazon at:

<http://www.amazon.com/exec/obidos/ASIN/1889102172/marcpitmancom> (my affiliate link)

or

<http://www.amazon.com/exec/obidos/ASIN/1889102172/> (a normal link)

[If you have tools that you think should be considered for inclusion, please email me at marc@fundraisingcoach.com]

III. Creating Donor Evangelists Audio Program

Creating Donor Evangelists is helping people around the country move their donors from mere ATMs to radical fans. The techniques are low cost and at \$14.99, so is the CD! To purchase your own copy, go to <http://fundraisingcoach.com/> or simply click on this link:

<http://tinyurl.com/3skl6>

To your extreme fundraising success!

Marc

Marc A. Pitman is the pastor of the [Vineyard Church of Waterville](#) and the Director of the Inland Foundation for [Inland Hospital](#). An expert in helping people identify their natural abilities, he's committed to providing nonprofit leaders with down-to-earth information that decreases stress and puts the "fun" back into fundraising!

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