



# Rainmaking: The Fundraiser's Guide to Landing Big Gifts

*Roy C. Jones, Andrew Olsen*

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What sets Rainmaking apart from other books about major gift fundraising is that it presents a framework you can implement immediately to help you raise more money. This book is unique because it isn't based on classroom theory. The strategies and tactics outlined here are field tested, proven, successful formulas for securing big gifts. In fact, the tips and tactics in this book have helped us raise more than \$150 million over the last three decades. In this book, we've set out to provide you with a step-by-step guide for building lifelong relationships with people who have a passion for your cause. The success of all major donor fundraising efforts relies on people. You've no doubt heard the saying, "People give to people." That's only partly true. In reality, people give to people who inspire passion and compassion in them, and with whom they have trust-based relationships. We're going to guide you through the process of creating systems and processes that allow you to build high-trust relationships, uncover true philanthropic passions and create meaningful giving experiences that lead to transformational giving.

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