



Raising More Money: The Ask Event Handbook

Terry Axelrod

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Terry Axelrod's third book, *The Ask Event Handbook*, teaches nonprofits to build a unique one-hour fundraising event that honors donors and the organization's mission. The Free One-Hour Ask Event is the third step in the comprehensive four-step Raising More Money fundraising system for building sustainable funding from lifelong individual donors.

Learn to construct a one-hour fundraising event that will put your organization on the path to financial sustainability, with the added benefits of creating many new friends and greatly increasing community support. Terry Axelrod, founder of the Raising More Money Model, explains how to create a powerful, emotion-filled event that will inspire and move guests to action.

The Ask Event Handbook provides advice on all aspects of preparing for, carrying out, and following up after the Ask Event. Templates, sample scripts, and outlines are included throughout, along with sample program elements from a variety of successful Raising More Money Workshop alumni organizations, including:

-Visionary Leader Talks -Testimonials -Pitch Scripts -Pledge Cards

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