



# Key to Raising More Money Revealed

*Is this tactic right for your organization?*

BY TERRENCE FERNSLER

## *The Point of Entry Handbook*

By Terry Axelrod. 263 pages. Hardcover. Seattle: Raising More Money Publications.  
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**A** growing number of nonprofits are adopting Terry Axelrod's "Raising More Money model," a four-step system for building lifelong donors. The model honors the organization's mission, respects people's desire to make a difference, and gives donors time to become educated, inspired, and involved.

The first step, the point of entry, is the key component. It plants the seeds for a lifelong relationship with a donor. During this step, it's crucial to introduce your organization in a way that informs and motivates potential donors.

Axelrod gives you all the tools to do so. She shows how to provide facts about your organization and convey the emotional aspects of your organization's work. She explains how to find people to invite to points of entry and how to capture their names so that you have permission to follow up with them.

An essential in marketing is to spend most of your resources where you will get the greatest return. In fundraising, that means targeting those who will make the largest contributions. These people aren't necessarily the wealthiest; they're the ones who are most committed to your issue. Points of entry are perhaps the most efficient way to identify these people.

Through this model, you can also adapt events your organization is already doing. Building lifelong relationships requires a two-way dialogue with supporters, not the one-way dialogue of traditional events. Axelrod shows how to convert existing one-way events into a reciprocal process that will build support and raise more funds.

The Raising More Money approach is important because it includes a wider range of supporters than fundraising strategies of the past. It appeals to people of diverse cultures and giving stages. *The Point of Entry Handbook* can help you decide whether this model is right for your organization. If you decide it is, this book explains all you need to know to get off on the right foot with successful points of entry. ■

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