

# The Fundraising Habits of Supremely Successful Boards: A 59-minute Guide to Ensuring Your Organization's Future

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He's the 800-pound gorilla of philanthropy, though he tips the scales at 165. The boards he consults with raise unthinkable sums. And what is Jerold Panas's secret? It centers on helping boards adopt the right approach, or rather, the right habits. In *The Fundraising Habits of Supremely Successful Boards*, Jerry reveals how your board can raise surprisingly more money with a tweak here and there. Written specifically for board members, and filled with stories that board members can relate to, Jerry knows how to inspire. He should. He's motivated nearly 400 boards to raise literally billions of dollars. And the book takes only an hour to read. If you've got a sluggish board, or one that's tentative, or one that simply needs guidance, have them weigh in with Jerry. This gentle giant will bring out their best. Complements Panas' classic book, *Asking*.

Jerold Panas is among a small handful of the grandmasters of American fundraisers. This is his 10th book.

Jerry is considered one of the top writers in the field and a number of his books, including *Asking* and *Mega Gifts*, have achieved classic status.

Hailed by *Newsweek* as "the Robert Schuller of fundraising," Jerry is a popular columnist for *Contributions* magazine and a favorite speaker at conferences and workshops throughout the nation.

He is executive director of one of the premier firms in America and is co-founder of the Institute for Charitable Giving. The very term "philanthropy" would mean less without Jerry's influence.

He lives with his wife, Felicity, in a 1710 farmhouse in northwest Connecticut.

"Help your board develop habits that will lead to superb results in fundraising. Read this book." -- Dr. Thomas Dillon, President, Thomas Aquinas College

"No-nonsense information that trustees need to know and act on if they want impact are of the highest caliber." -- Kolia O'Connor, Head of School, Sewickley Academy

In an artful, compelling, and inspiring manner, Panas provides the essence of what we need for board and staff development." --Bob Ecklund, President & CEO, YMCA of Tacoma-Pierce County

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