



# Finders Keepers: Lessons I've Learned About Dynamic Fundraising

*Jerold Panas*

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## **Finders Keepers: Lessons I've Learned About Dynamic Fundraising** Jerold Panas

One of the nation's best writers on the art of motivating gifts now offers a behind-the-scenes look at the strategies and skills that lead to successful fund raising. Each chapter is full of instructive anecdotes, case histories, and interviews with a message. His lively and irreverent style makes it all fun to read so that you learn while you enjoy yourself. An award-winning writer, Jerold Panas directs this book to professional and aspiring fund raisers, but board members and volunteers will find his message just as useful. Whether readers are seasoned professionals, or just starting out, Panas will help fund raisers advance their skills in the most pleasant way imaginable - by reading about actual case histories that are described with what has been called the Panas panache.

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