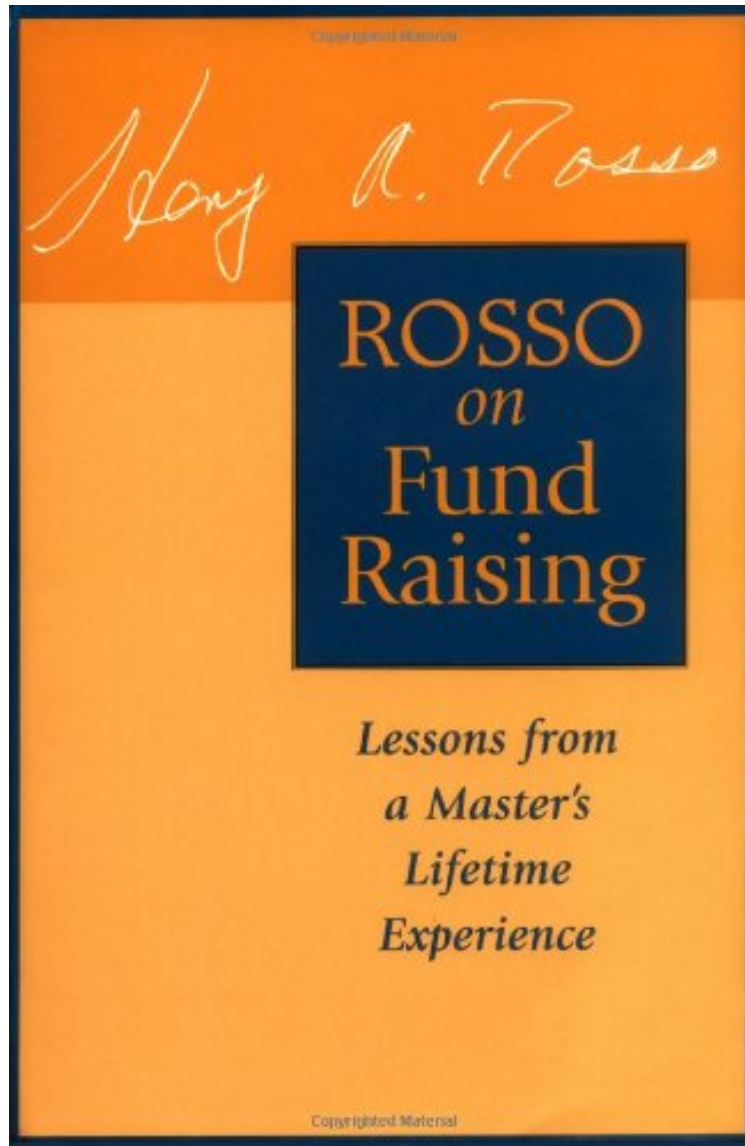


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# Rosso on Fund Raising: Lessons from a Master's Lifetime Experience

*Henry A. Rosso*

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**Henry A. Rosso : Rosso on Fund Raising: Lessons from a Master's Lifetime Experience** before purchasing it in order to gage whether or not it would be worth my time, and all praised Rosso on Fund Raising: Lessons from a Master's Lifetime Experience:

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A valuable set of reflections, anecdotes, and pure fund raising wisdom from one of the great pioneers in the development field. --Michael O'Neill, professor and director, Institute for Nonprofit Organization Management, University of San Francisco For over forty-five years, Henry Rosso has worked to enhance and advance the work and lives of professional fund raisers the world over. He has been recognized as the person who has most shaped present fund raising practice and theory. In this book of thoughtful essays, he explores a variety of topics including leadership, stewardship, the art of asking, building relationships, and more--all in a refreshing writing style that makes fund raising human and friAndly.

"Hank Rosso wrote this book after his first forty-five years in development. The wisdom he's gained over those four-and-a-half decades and his encyclopedic knowledge of the history of fund raising ooze from every page: insights on stewardship, donor cultivation, the qualities of leadership, the art of asking with composure, and a lot more." (Mal Warwick, author of *How to Write Successful Fundraising Letters*) "Rosso smoothly combines history and philosophy with strong technique and practical experience...This will be an invaluable book, an classic one day." (Robert L. Payton, professor of philanthropic studies and senior research fellow, Center on Philanthropy, Indiana University) "Hank Rosso's words and experience model fund raising's best values and practices. Anyone who wants to understand fundraising from the inside out should read Rosso on Fund Raising." (Dean Schooler, president, The Schooler Family Foundation) "This book is a classic. It includes some of the best wisdom from one of our profession's caring fathers." (Martha A. Taylor, vice president, University of Wisconsin Foundation) "This is a valuable set of reflections, anecdotes, and pure fund raising wisdom from one of the great pioneers in the development field." (Michael O'Neill, professor and director, Institute for Nonprofit Organization Management, University of San Francisco)From the Inside FlapFor most of his forty-six-year career, Henry Rosso has worked to enhance and advance the work and lives of professional fund raisers the world over. He is one of the most beloved and respected in the field, and recognized as the person who has most shaped present fund raising practice and theory. In this book of thoughtful essays, he explores a variety of topics including leadership, stewardship, the art of asking, building relationships, and moreall in a refreshing writing style that makes fund raising human and friAndly. Rosso identifies the five essential steps in fund raisinganalysis, planning, execution, control, and evaluationand illustrates how each works in real life. Using numerous real-life examples and case studies, he offers advice on crisis planning, evaluating fund raising programs, understanding the "language" of fund raising, and more. And in amusing detail, he describes some of the mistakes made over his long career and the key lessons learned from them. For both novice and experienced fund raising practitioners, Rosso on Fund Raising delivers a highly readable and entertaining distillation of the practical wisdom gained in a lifetime of fund raising experience.From the Back CoverFor most of his forty-six-year career, Henry Rosso has worked to enhance and advance the work and lives of professional fund raisers the world over. He is one of the most beloved and respected in the field, and recognized as the person who has most shaped present fund raising practice and theory. In this book of thoughtful essays, he explores a variety of topics including leadership, stewardship, the art of asking, building relationships, and moreall in a refreshing writing style that makes fund raising human and friendly. Rosso identifies the five essential steps in fund raisinganalysis, planning, execution, control, and evaluationand illustrates how each works in real life. Using numerous real-life examples and case studies, he offers advice on crisis planning, evaluating fund raising programs, understanding the "language" of fund raising, and more. And in amusing detail, he describes some of the mistakes made over his long career and the key lessons learned from them. For both novice and experienced fund raising practitioners, Rosso on Fund Raising delivers a highly readable and entertaining distillation of the practical wisdom gained in a lifetime of fund raising experience.