



Roads the Non-Profit's Quick Guide to Gaining the Commitment (Paperback)

By Bryan H Nelson

Createspace, United States, 2010. Paperback. Book Condition: New. 198 x 130 mm. Language: English . Brand New Book ***** Print on Demand *****.ROADS, The Non-Profit's Quick Guide to Gaining the Commitment provides a succinct, step-step relationship building process to recruit and retain volunteers, board members, donors and funders. This simple guide outlines a five-step process using the same relationship sales process used by business to secure and retain customers. Successful sales professionals use techniques which enhance the win-win process for both the buyer and the seller. This guide develops the same process in terms that match the non-profit world. Achieving a win-win outcome in recruiting and retaining highly committed and active community supporters benefits the non-profit organization. This guide is a great tool for Executive Directors, Fund Development Directors, Volunteer Coordinators, and Board members. The process is natural and the skills are easy to learn. If your goal is to improve your success rate in attracting and retaining supporters, then ROADS is a must have resource! Barry Silverstein of ForeWord Clarion Review rates ROADS 5 out of Five Stars! Silverstein states, In just forty-six pages, Nelson takes the reader through a well-designed strategic roadmap (ROADS) for cultivating relationships-the lifeblood...



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Reviews

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