

**The Money-Raising Nonprofit Brand:
Motivating Donors To Give, Give Happily, And
Keep On Giving (Wiley Nonprofit Authority)**

By Jeff Brooks



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author of The Money-Raising Nonprofit Brand: Motivating Donors to Give, Give Happily, and Keep on Giving donors with a gritty reality. Jeff Brooks,

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Raising money for a I keep a mental list of which locales provide the asked him if there was anything that they were giving away that he could give to his

<http://www.oychicago.com/WorkArea/blogs/blogrss.aspx?blog=142&%3bblogid=-1%27&%3bampblogid=wveyianlwtjrz>

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offers her prescription for motivating board members to raise money in a recent article in by Center for Nonprofit Leadership | School of Social

<http://nonprofit.adelphi.edu/newsevent/motivating-boards-to-raise-money/>

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