



Asking Rights: Why Some Nonprofits Get Funded (and some don't)

Tom Ralser

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Why do some nonprofits seem to effortlessly raise money, while others struggle? It's because they have earned the right to ask for money. They have learned that to be successful in today's funding environment, they must keep the investor's perspective in mind, utilize the advantages of rational asks, and always focus on the outcomes delivered. What are Asking Rights? They are the ability to deliver outcomes that are valuable to investors. This book distills the experience of hundreds of funding campaigns into easily digestible bites, including the ingredients for Asking Rights (Credibility, Fundraising Skills, and Outcomes), and the recipe for combining them into a successful funding effort.

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