



The Vigilant Fundraiser: 12 Steps to Fundraising Success

By George Stanois

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Here's a seemingly obvious truth: You don't reinvent the wheel around the core activities of fundraising. Instead, what is important is to first understand what the wheel looks like and then to manage the process with vigilance. Through years of experience, George Stanois has identified 12 steps for an effective fundraising program. In *The Vigilant Fundraiser*, George and a team of highly-skilled contributors share how you can look for opportunities within the 12 steps to set your organization apart from all the others who do what you do. As George notes, "Being vigilant means using all the steps; executing 7 steps out of 12 isn't going to cut it." This excellent resource provides the full picture on fundraising – and will become the go-to tool for fundraisers looking to "up their game" and find new ways of successfully tackling resource development challenges.

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Editorial Review

About the Author

George Stanois is an acknowledged nonprofit sector leader with an extensive and accomplished consulting background. He began his fundraising career in 1984 with an international consulting firm and after gaining further experience with two national consulting companies with an emphasis on capital campaigns, he joined The Goldie Company in 1996. A graduate of the University of Toronto, George earned his Certified Fund Raising Executive (CFRE) designation in 1990. He has been an active participant with the Association for Healthcare Philanthropy (AHP) and the Association of Fundraising Professionals (AFP) and is frequently asked to speak to organizations on the 12-Step Fundraising Program, the basis of The Vigilant Fundraiser. George is also the author of *Dodging Tough Times: How Stewardship Programs Can Make All the Difference*, containing the results and conclusions of a 2010 survey of the major donor cultivation and recognition practices of charities in Canada. In 2009 George, together with Collis Reed Research, published *The Current State of Non-Profit Charitable Organizations in Western Canada*.

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