

(Read now) Mega Gifts

## Mega Gifts

*Jerold Panas*

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**Jerold Panas : Mega Gifts** before purchasing it in order to gage whether or not it would be worth my time, and all praised Mega Gifts:

0 of 0 people found the following review helpful. Excellent read for any fundraiserBy Beth Ann LockeAlthough this book is written from the experience of securing principal or "mega" gifts, I think that this book is a great read for any fundraiser, as many of the principals related to major donors and above. Jerry talks about the key motivators (and de-motivators) of large-gift philanthropists, and what fundraisers need to know and understand when working with these individuals, couples and families. Great stories, lots of facts. I purchased a book for everyone on our fundraising team (including the prospect researcher, project manager and university president).0 of 0 people found the following review helpful. Five StarsBy Butch BreedenGreat Information on getting Major Gifts. Quick Read!0 of 0 people found the following review helpful. Five StarsBy Nehemiah Global FoundationI like the stories of the various people highlighted in the book

Want to know what motivates donors to give big gifts? There is an easy way to find out. Ask them. That is what Jerold Panas did for his book, Mega Gifts: Who Gives Them, Who Gets Them. Rather than speculate about what prompted so and so to give \$25,000, or \$100,000 or \$1,000,000, Panas rang them up and said, Can I come talk with you? Admittedly, that is easy for Panas who knows practically everyone save Benedict XVI. Panas winnowed his questions down to the most revealing: what prompts you to give, what about the person soliciting you is important, what do you

look for in an organization, what immediately turns you off, to what extent do the board and CEO matter to you, how does an organization keep you giving, and a handful of others. The donors are surprisingly candid, which makes *Mega Gifts* a bit naughty, and what they say will unquestionably alter your approach to major gifts. And do not despair if you are aiming to solicit the Pope. Panas recently dined with the Archbishop of Canterbury, so he is clearly working his way up.

From the Publisher **ONLY BOOK OF ITS KIND** No other book on the market plumbs the psychology of giving as *Mega Gifts* does. Jerold Panas, hailed by *Newsweek* as "the Robert Schuller of Fundraising," explores the motives and pressures that drive men and women to make gifts of consequential size. Scores of books dwell on the techniques for soliciting donors, but only *Mega Gifts* focuses on the human dimension of giving questioning the donors themselves to uncover their underlying motivations. **NOTABLE INTERVIEWEES** For his research, Panas interviewed dozens of notable philanthropists, each of whom has given million-dollar gifts (some many times over). A sampling of the individuals: Alex Spanos, owner of the San Diego Chargers professional football team, who contributed a quarter of a million dollars on the spot, in response to a three-minute phone call from someone he had never met. James Gamble, grandson of the founder of Procter and Gamble, who recalls his father talking to him about DBs Deductible Benevolences. Leo Beranek, co-founder of one of the worlds largest acoustical consulting firms, tells of his longstanding interest in music, leading eventually to his major support of the Boston Symphony Orchestra. Malin Burnham, San Diegos Philanthropist of the Year and Americas Cup luminary, discusses how he prefers to be asked for philanthropic gifts. The reader will also find fascinating stories about: Paul Galvin, founder of Motorola Cyril Magnin, department store magnate Dewitt Wallace and Lila Acheson, co-founders of *Readers Digest* Clement Stone, the guru of the Positive Mental Attitude Edwin Whitehead, founder of the Whitehead Institute at MIT Gerald Jennings, creator of the wheelchair prototype Walter Haas, Jr., who for years headed Levi Strauss Company, founded by his great grand uncle About the Author Hailed in *Newsweek* as "the Robert Schuller of fundraising," Jerold Panas is the author of nine books, many of them classics in the field. These include: *Making the Case*, *Asking*, *Finders Keepers*, *Wit*, *Wisdom*, *Moxie*, *Excel!*, *Boardroom Verities*, *Fundraising Almanac*, and *Born to Raise*. He is also a popular columnist for *Contributions* magazine and a familiar and favorite speaker at conferences and workshops throughout the nation. A senior officer of one of Americas premier fundraising firms, Jerry lives with his wife, Felicity, in a 1710 Farmhouse in northwest Connecticut.