



The End of Fundraising: Raise More Money by Selling Your Impact

Jason Saul

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Why does it cost nonprofits on average \$20 to raise \$100, while it costs companies only \$4?

Simply put: Nonprofits have no leverage. No one has to make a donation. And since most donors have no direct stake in the organizations they support, they make donations out of the goodness of their hearts. If donors feel like writing a check, they will. If they don't, they won't.

The End of Fundraising turns fundraising on its head, teaching nonprofits how to stop begging for charity and start selling impact.

For the first time, nonprofits have economic power. We live in a new era where consumers, businesses, investors, employees, and service providers attach real economic value to social outcomes. An era where yesterday's "feel good" issues—education, the environment, health care, the arts, and animal rights—now have direct economic consequences and opportunities. Nonprofits now have leverage. To use this leverage, nonprofits must learn how to "sell" their impact to a new set of stakeholders.

Using his fifteen years of experience advising the world's leading nonprofits, foundations, and corporations, Jason Saul reveals the formula for how nonprofits transcend the paradigm of charitable fundraising and reach true financial sustainability. Specifically, this groundbreaking book offers nonprofit professionals a guide to

- Understand the role of social change in our economy
- Capture and communicate impact in simple, compelling terms
- Identify the new market stakeholders that value nonprofit outcomes
- Create powerful value propositions to increase leverage
- Improve the success of a nonprofit's pitches to funders

The End of Fundraising includes the tools needed to effectively frame, market, and sell a nonprofit organization's impact, and contains step-by-step guidance for creating dynamic new opportunities with a variety of funders.

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