



# Asking Styles: Harness Your Personal Fundraising Power

*Andrea Kihlstedt*

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## **Asking Styles: Harness Your Personal Fundraising Power** Andrea Kihlstedt

In *Asking Styles: Harness Your Personal Fundraising Power* Andrea Kihlstedt shows us how to ask for gifts in a way that suits us best—according to key personality traits. Think about that. Even introverts can be extremely effective in asking for money. Wow.

Kihlstedt identifies four Asking Styles (hence the title) that she calls Rainmakers, Go-Getters, Mission Controllers, and Kindred Spirits. Then she matches the person's Asking Style to the optimal approach for asking for a gift.

It's a simple and fast-reading book, yet has the potential to transform the world of philanthropy by enabling each of us to dramatically improve our personal effectiveness in asking for money.

This book is for you if you are any of these:

- A professional in the field of fund development and want to dramatically step up your game.
- A volunteer board member or other volunteer who wants to gain the confidence to ask for donations and the understanding of how to do so with maximum effectiveness.
- A consultant who wants to coach board members and other volunteers.
- Someone who simply wants to raise more money for your organization or cause.

### **About the Author**

Andrea Kihlstedt is a sought-after speaker, trainer, and coach on major-gift fundraising. She is one of the innovative thinkers in the fundraising field. She co-founded AskingMatters.com through which the Asking Styles system was developed, and she has written two other books on fundraising.

### **About the In the Trenches(tm) Series**

This is part of the popular **In the Trenches** series publishing by CharityChannel Press, a project of the CharityChannel professional community. You'll know an **In the Trenches** book not just by its cover, but by the author's fun, upbeat writing style. But don't be fooled by its down-to-earth approach and ample use of sidebars. **In the Trenches** books are authoritative and cover what a beginner should know to get started and progress rapidly, and what a more experienced nonprofit-sector practitioner needs to move forward in the subject.

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