



# Winning Gifts: Make Your Donors Feel Like Winners

*Thomas C. Wilson*

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**Winning Gifts: Make Your Donors Feel Like Winners** Thomas C. Wilson

The secret to getting gifts and making donors feel like winners.

Know the best approaches to people-centered fundraising. Understand the role of executive director, fundraisers, program managers, and volunteers in the win-win framework, the importance of listening, the case for a donor-centered approach, and the direct ways these concepts can be applied in a variety of fundraising settings. Includes numerous real-world examples taken from the author's own experience as chief philanthropy officer in nonprofits and as a leader in a well-known national nonprofit consulting company.

Thomas D. Wilson is the vice president and western regional manager for Campbell & Company. His career in fundraising spans more than 25 years and includes building successful campaigns from inception, reinvigorating stalled initiatives, and board/staff training.



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