

The Passion Driven Leader

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The Nancy Bocskor Company / (703) 276-7488 / bocskor@aol.com

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Welcome to the debut of my newsletter!

As I've spoken to individuals across the country (and the world), I'm most often asked what can be done to raise money in these challenging economic times. My answer: ask more people!

Okay, I know that sounds a little smart-alecky.....but relationship fundraising is still the most cost effective way to raise money. My mantra of "all fundraising is still personal" has never been more relevant.

Continue to find that "one degree of separation" between you and the potential donor – what interests, values, friends, etc. do you share? Listen more than you speak – there's a reason that God gave us two ears and one mouth. Make that personal connection, and move your prospect from concern to passion to cash.

I subscribe to a fabulous (free) enewsletter, FundRaising Success Advisor. They recently released a report on "10 Tips for Raising Money in Tough Economic Times" and I recommend that you read it to jumpstart your summer fundraising. Here's the link:

http://common.fundraisingsuccessmag.com/items/biz/fs/pdfs/solutions/fs_solutions_whitepaper.pdf

Nancy's Services

Nancy is only a chat away!

Visit our page online at www.NancyBocskorCompany.com or add Nancy Bocskor as a friend on Facebook.

Want to learn more?

On our website you will find Nancy's book for sale, Go Fish: How to Catch and Keep Contributors, available at a special \$35 introductory rate. In this practical guide to fundraising Nancy shares knowledge and tips she has learned from over 30 years of fundraising experience.

Invite Nancy to Speak-

Nancy is available for speaking engagements in person or online. Recently, Nancy offered three one-hour webinars for approximately fifteen non-profits in order to sharpen fundraising skills in the current economy. This is just one of the many ways Nancy helps to teach others that these tough economic times *all fundraising is still personal*.

If you are interested in Nancy's services please feel free to contact her directly through email at bocskor@aol.com. And also remember- Nancy loves to share her fundraising tips and recent experiences, so do not hesitate to forward this newsletter onto friends!

Today's Passion Driven Leader

Eleana Gordon

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"The goal is that they take opportunities that open up, or create their own, to affect change in their community,"
Boeskor says.
"Maybe it's running for office, maybe it's a personal goal. We hope to whet their appetite."

As many of you know, I've been working with a wonderful organization called the Center for Liberty in the Middle East (CLIME) for the past year. CLIME is dedicated to training women in the Middle East and Northern Africa to effect positive, democratic change in their countries, something that I care deeply about. Just this month, we had a huge breakthrough in our recent endeavor, the Online Activism Institute.

Eleana Gordon, Executive Director of CLIME's Online Activism Institute, has been nominated by Politics Online as one of the top 25 most influential people in politics and the internet! I'm so excited for my friend and this organization to be recognized for the amazing work we do.

The finalists are determined by public voting, and I'm asking you to help us succeed! Please click on this link so Eleana can be honored as one of the "Top Ten Who Are Changing the World of Internet and Politics":

http://www.politicsonline.com/content/main/specialreports/2009/top10_2009/vote.asp

CLIME's Online Activism Institute, launched earlier this year, has trained more than 100 women leaders in the Middle East and North Africa with its innovative E*learning and virtual mentoring. For this worldwide competition to recognize Eleana and OAI as a pioneer who uses the tools of the internet to promote democracy reaffirms my dedication and belief in this organization.

I'm excited to share with you the news of our success so far, leading to the nomination. Please take a minute to go vote for us to win by July 17. If you want to read more about the Online Activism Institute visit the site: www.activisminstitute.org. I hope you'll agree with me that this special and exciting initiative is worth recognizing,

Please don't delay – the deadline to vote is Friday, July 17. Thanks!

Best,
Nancy

P.S. If you'd like to not receive any more newsletters or emails from me, please let me know. A real person reads your notes, so please be nice! You're receiving this email because you gave me your email address.