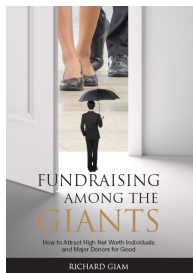


# Book Information



9 789811 185472

## Fundraising Among the Giants: How to Attract High Net Worth Individuals and Major Donors for Good

SGD\*  
37.29

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AUTHOR: Richard Giam Kee Choo

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Target Audience: Any organisations or individuals who wants to raise funds or connect with high net worth individuals

Classification: DDC: 658.15224

### Synopsis:

Fundraising Among the Giants is an inspirational self-help book for fundraisers or anyone required to raise funds or connect with High Net Worth Individuals (HNWI). It is specifically about asking for major gifts for social causes. Often, it can be very daunting for fundraisers to approach HNWI because of their financial stature and prominence. However, this book is to help fundraisers see the giant in themselves so that they will have the courage to even inspire HNWI towards a greater cause and be part of their mission to do social good. In order to create a bigger social impact, fundraisers need to stand on the shoulders of giants so they can go faster and further on the journey of philanthropic fundraising together. This book will offer practical insights and tips on how to fundraise effectively and grow in the process. The personal experiences of the author, a seasoned communications expert and fundraiser for more than 18 years, will inspire you to reach for the skies and make a difference in the world of social work.

**Affiliation:** Rainmakerz Pte Ltd, Singapore Red Cross, Kenn Foundation, Gym Wear Movement Pte Ltd, IM Holdings Pte Ltd

**List of Awards:** Pearson Education Gold Medal Award, Personal Brand Award 2018

**Marketing Notes:** 1. First major gift fundraising book written by a Singaporean.

2. Author is widely recognised and endorsed by many business and industry leaders.

3. It reveals the strategies and techniques used by author to attract major gift donors.

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