



3D Philanthropy: Make your donors love you by connecting with their minds, hearts and souls.

Fraser Green

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At the end of the day, donors are just people. And people go through their days moving between their three natural dimensions – the intellectual, the emotional and the spiritual. If we really want to connect deeply with our donors, we must learn to reach their heads, their hearts AND their souls. For the first time ever, this book tells fundraisers how to connect with donors in all three dimensions. The economics of philanthropy is actually startlingly simple. Loyal donors are the economic engine of any charity's database. Donor loyalty has become the holy grail of fundraising. 3D Philanthropy is really a donor loyalty handbook. To understand 3D Philanthropy is to know how to build donor loyalty. Fundraisers who do that right will be the ones who prosper.

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