



# Secrets of Successful Grantsmanship: A Guerrilla Guide to Raising Money

*Susan L. Golden*

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?Patricia F. Lewis, ACFR, president and CEO, National Society of Fund Raising Executives

Drawing on more than 20 years of experience with more than 100 organizations, Golden arms fundraisers with the grantsmanship skills they need to successfully navigate the grantmaking process. From conducting effective prospect research and making initial conversations count to preparing, submitting, and following up on grant proposals, Susan Golden offers a focused, step-by-step method for reliably achieving success in any fund raising activity.

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