



Think Bigger: Escape the Scarcity Mindset  
Messaging and Fund Development Conference  
1/23/2020

### **Fearless Fundraising: A Panel on Major Gifts**

#### Recommended Resources

- The Goodman Center: <https://www.thegoodmancenter.com/about/andy-goodman/>
- Public Narrative: <https://workingnarratives.org/article/public-narrative/>
- AAA To Fundraising Success: <https://www.amazon.com/AAA-Way-Fundraising-Success-Involvement/dp/0972020594>
- To Sell is Human: <https://www.amazon.com/Sell-Human-Surprising-Moving-Others/dp/1594631905>
- Foundation Center online (now Candid): <https://candid.org/improve-your-nonprofit/candid-in-your-community>
- Board source: <https://boardsource.org/>