



Q & A



Turning Donors into Partners *Principles for Fundraising You'll Actually Enjoy*

January 24, 2023 | \$18, 176 pages, paperback | 978-1-5140-0578-1

Fundraising can be one of the most stressful parts of ministry. Professional fundraiser Brad Layland transforms fundraising into a relational process where donors truly become partners in ministry. Fundraising is best done in community—this book will help you find a community of people who enjoy giving and want your organization to succeed.

Revolutionizing Fundraising into a Relational Process

You have been working in the financial world, especially fundraising, a long time. Why did you decide to write this book, *Turning Donors into Partners*, now?

Brad Layland: Fundraising can feel a lot like running on a treadmill, working hard but never getting anywhere. Most people approach fundraising without a relational framework and look for silver bullets or quick fixes rather than engaging people relationally and inviting them to be a part of their work. I have spent the last thirty years of my life raising money and helping people and organizations approach fundraising differently, which has translated into literally millions of lives changed. At the end of the day, it's still not about raising money; it's about building the kingdom of God.

What message or idea do you hope to convey to people who are in the midst of or looking ahead to a fundraising campaign?

Brad: Fundraising can be a bewildering process, but it doesn't have to be. In *Turning Donors into Partners*, I present the Taking Donors Seriously® framework that explains the "why" behind effective fundraising efforts. Once a fundraiser understands the framework, raising the money needed to thrive finally becomes doable.

What are the five main things you want readers to take away from your book?

Brad: Reading *Turning Donors into Partners* will enable the reader to establish a strong foundation in fundraising by beginning to understand the key elements needed to have a biblical understanding of fundraising. The book also discusses developing the following:

- A tangible case for support (case statement) that enables you to clearly share your vision with your major donors
- A volunteer fundraising team with specific roles and responsibilities
- A prioritized list of donors who are likely to support you, based on their relationship with you or your organization
- A strategic and personalized approach for every prospective donor, allowing you to spend most of your time with the donors who will give most of the money
- A well-defined annual fundraising plan



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BIO



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Brad Layland, Professional Fundraiser

"It's hard to find anyone in the Christian nonprofit world with more experience and wisdom than Brad Layland. Fortunately, he has chosen to not keep it to himself. Leveraging his years of experience and his keen understanding of the biblical approach to raising kingdom resources, Brad has provided us with a treasure trove of practical guidance and proven techniques. He has counseled thousands of development professionals and organizations in these principles. Now it is your turn. Study them, apply them, and watch God bring the increase."

—R. Scott Rodin, fundraising professional and author of *The Steward Leader*

Brad Layland is the CEO of [The FOCUS Group](#), which provides fundraising counsel to nonprofit organizations in major donor development, strategic planning, and capital campaigns. Brad has over thirty years of fundraising and consulting experience in leading multimillion-dollar capital campaigns and working with major donors. Brad's career began at Young Life, where he served in various roles including area director, field development director, gift planning associate, and ultimately chief development officer. He moved into his role as owner and CEO of The FOCUS Group in 2012, after several years as a senior consultant.

Brad's expertise in providing high-level fundraising counsel to nonprofit organizations incorporates major donor strategies, training workshops, planned gift marketing, and capital campaign counsel. In 2013, he launched the *Taking Donors Seriously®* online training program, which equips individuals and organizations to be more effective in raising financial support.

Brad serves on the board of directors for numerous organizations, including Veritas Classical Christian School, Young Life St. Augustine, Christian Surfers US, and Somebody Cares St. Augustine. He also serves as an elder at Good News Presbyterian Church in St. Augustine, Florida. In addition to running The FOCUS Group, Brad owns the largest real estate brokerage in St. Augustine, Endless Summer Realty.

Brad received his B.A. in communications from the University of Florida and his M.A. in theology from Fuller Seminary. He and his wife, singer-songwriter Wendy Curl, live in St. Augustine, Florida, with their four children. Brad enjoys running marathons, investing in real estate, being an entrepreneur, and traveling with his family.

Follow Brad on Twitter: [@BradleyLayland](#)
Visit his website at [BradLayland.com](#)



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