

Contents

| | |
|---------------------------------|-----|
| <i>List of Sideboxes</i> | ix |
| Introduction | 1 |
| 1 Identify Your Call to Service | 7 |
| 2 Know Your Community | 34 |
| 3 Build Your Leadership Teams | 59 |
| 4 Define Your Message | 85 |
| 5 Connect with People | 116 |
| 6 Raise the Money | 146 |
| 7 Mobilize to Win | 167 |
| <i>Afterword</i> | 223 |
| <i>Acknowledgments</i> | 225 |
| <i>Notes</i> | 227 |
| <i>Index</i> | 233 |
| <i>About the Author</i> | 243 |