
Arizona-based author writes third book in Animal Shelter Guide To Series

Animal Sheltering expert, consultant and author, Tim Crum's newest and third book in the Animal Shelter's Guide To series, delivers insight and guidance to those preparing to raise capital funds to build or renovate an animal shelter.

Surprise, AZ (prHWY.com) August 1, 2016 - Animal Sheltering expert, consultant and author, Tim Crum, has helped thousands of animal shelter professionals through his books designed to help with the business side of the animal sheltering industry. His newest and third book in the [Animal Shelter Guide To series](#), delivers insight and guidance to those preparing to raise capital funds to build or renovate an animal shelter. This book is a must read for anyone who seeks to understand and prepare for the challenge of a capital campaign.

Surprise, AZ - [Tim Crum](#) is not just an exceedingly successful fundraising professional who has raised more than \$200,000,000 for local and national animal welfare groups, he has also provided counsel to over 200 animal shelters across the United States and has trained and instructed thousands' of shelter professionals at national and regional conferences and workshops. His third book, [An Animal Shelter's Guide to Capital Campaigns](#), takes up one of the more challenging elements of fundraising in the entire animal sheltering world - capital campaign fundraising.

Crum was compelled to write the third book in this series because, "as a consultant to many animal shelters through the years, I continually ran into the same problem. Shelters and rescue groups become so excited for the prospect of a new facility that their excitement blinds them to properly preparing for the complexities and challenges inherent with a capital fundraising campaign. Campaigns lacking structure and a solid foundation are usually the ones floundering and meeting so many challenges that a successful outcome is undermined from the start. This book was written to guide people through the five stages of a capital campaign and even helps them assess whether they are prepared to initiate a campaign."

After reading the book, Angela Marzec of Alamo Heights Animal Care Services in Texas wrote, "The field-tested advice and specialized insight that Tim Crum provides in An Animal Shelter's Guide to Capital Campaigns will undoubtedly be of extraordinary value to any organization with a capital campaign in their future. The book is easy to follow and contains a variety of exercises that are designed to help organizations prepare for and meet the challenges of a capital campaign with confidence. I do not believe that a clearer path to a successful capital campaign could have been laid out by anyone. The animal sheltering community is lucky to have such an experienced leader sharing the gift of his guidance in books that the wisest among us will be pulling off the shelf time and time again."

Web Site: <http://www.animalshelterguide.com>

Contact Information:
Heather Reardon

16772 West Bell Road

Suite 110-117

Surprise AZ 85374

623.975.1234