Amy Eisenstein, ACFRE is a consultant and Co-Founder of the Capital Campaign Toolkit. Her published books include: Major Gift Fundraising for Small Shops, Raising More with Less, and 50 A$ks in 50 Weeks. Amy became an AFP certified Master Trainer in 2009 and served as the president of the board of AFP-NJ in 2014-2015. She became a Certified Fundraising Executive (CFRE) in 2004 and received the ACFRE, in 2013. For more visit amyeisenstein.com or CapitalCampaignToolkit.com.