

Sample Board Member Campaign Fundraising Letters

Boost Your Nonprofit's Success! Written by a sterling group of experts for their nonprofit peers, Major Donors: Finding Big Gifts in Your Database and Online supplies all types of nonprofit organizations with the best strategies for navigating the ever-changing world of fundraising on the Internet. Truly international in its examples, research, advice, and knowledge, this book is rich with avenues and ideas about approaching prospective givers--and generous with cross-cultural tips about conducting cultivation and solicitation in various countries. "At last, a practical book that helps us move our thinking in the critical future area of major gift fundraising. As one of the oldest techniques in the fundraiser's armory, we have sat for too long using the same frameworks and techniques; this book offers new thinking, new insights, and new approaches that will help fundraisers harness the potential of the growing band of high-net-worth individuals within their country and internationally. This book is packed with up-to-the-minute, practical information that will enhance existing major gift programs as much as it will help beginners get their head around where to start." --Tony Elischer, Managing Director, THINK Consulting Solutions "Institutional advancement is a deeply personal process that requires in-depth understanding of our supporters, to the degree to which specific aspects of our own priorities reflect our donors' personal aspirations and interests. Prospect research is indispensable to this process and to identifying possible supporters from thousands of possible donors--it would have been impossible for the University of Toronto campaign to have succeeded in the absence of our investment in prospect research." --Dr. Jon S. Dellandrea, Pro-Vice-Chancellor, Development and External Affairs, University of Oxford "Major Donors offers some of the best advice from some of the world's leading prospect researchers, and it will help you to become a much better fundraiser. It is a great resource and an important part of any fundraising library. When you follow the advice in this book, you will raise much more money." --Harvey McKinnon, President, Harvey McKinnon Associates author of Hidden Gold and How Today's Rich Give, and coauthor of the international bestseller The Power of Giving

The fun and easy way to raise money for your cause Fundraising For Dummies, 3rd Edition shows you how to take advantage of the latest strategies and resources available for raising money through everything from special events to online donations, in both good and bad economic times. The authors teach you how to market your organization using the most up-to-date tools and technologies available through the Internet. This expanded edition also offers information about philanthropy and tax law. Contains new tips and techniques for creating materials that bring in contributions and support for the more than 1.4 million charitable and nonprofit organizations in the United States Explains how to use social media to keep donors and volunteers engaged through Facebook, LinkedIn, Twitter, and Web technologies Covers grassroots online fundraising and how to host big events on a shoestring budget You'll also find tips on negotiating without alienating donors and developing long-term organizational goals. All these strategies are what makes this resource indispensable!

Since it was first published in 1988, Fundraising for Social Change has become one of the most widely used books on fundraising in the United States. Fundraising practitioners and activists rely on it for hands-on, specific, and accessible fundraising techniques, and it has become a required text in dozens of college courses around the country. This fifth edition offers the information that has made the book a classic: proven know-how on asking for money, planning and conducting major gifts campaigns, using direct mail effectively, and much more. The book has been significantly changed to include new technology—e-mail, online giving, and blogs—and contains expanded chapters on capital and endowment campaigns, how to feel comfortable asking for money, how to recruit a team of people to help with fundraising, and how to build meaningful relationships with donors. In addition, this essential resource contains new information on such timely topics as ethics, working across cultural lines, and how to create opportunities for fundraising more systematically and strategically.

As nonprofit organizations face heightened scrutiny by the general public, donors, regulators, and members of Congress, the Third Edition of the essential book on the basics of fundraising provides new, up-to-date and valuable information that every fundraiser needs to know. With ethics and accountability being the primary theme of the Third Edition, this practical guide will continue to provide an overview of the field and give development staff, managers, and directors a platform from which to operate their fundraising programs. The new edition also provides much needed information on giving trends, computer hardware and software available for fundraisers, cost estimates and workflow timetables, and the importance of the Internet. This primer remains a must-have for anyone new to the fundraising arena.

An Indispensable Guide to Fundraising and Management

Capital Campaigns: Strategies that Work

A Workbook for Fundraising Success

Making a Difference in Voluntary Organizations

The Complete Guide to Fundraising Management

Principles and Practice

Prospect Research for Fundraisers

The most reliable guide for board members and nonprofit staff who want to know how an effective board can transform an organization's impact.

An invaluable—and affordable—collection of essential fundraising titles from three widely respected fundraising experts Written by renowned nonprofit leaders Stanley Weinstein, Brydon DeWitt, and Daubert, Fundraising Essentials provides you with proven fundraising strategies that are easy to achieve and don't require significant resources or extensive knowledge of fundraising. This e-book explores all aspects of nonprofit fundraising, from creating and recreating your mission statement and knowing when your organization is ready to launch its campaign to getting your volunteer force purposefully engaged. The Complete Guide to Fundraising Management, Third Edition/Stanley Weinstein—an A to Z direction for planning, cost effective fundraising strategies, Internet fundraising, and more The Nonprofit Development Companion: A Workbook for Fundraising Success/Brydon M. DeWitt—a thorough, to-the-point fundraising blueprint covering all aspects of successful nonprofit development

The Annual Campaign/Erik J. Daubert—solid advice for building and managing a well-run annual support campaign for your organization Packed with countless tools and techniques for fundraising this unique e-book collection presents straightforward guidelines and step-by-step instructions to help your nonprofit make the most of its monetary and staffing resources.

The secret to getting gifts and making donors feel like winners. Know the best approaches to people-centered fundraising. Understand the role of executive director, fundraisers, program managers, volunteers in the win-win framework, the importance of listening, the case for a donor-centered approach, and the direct ways these concepts can be applied in a variety of fundraising settings. numerous real-world examples taken from the author's own experience as chief philanthropy officer in nonprofits and as a leader in a well-known national nonprofit consulting company. Thomas L. the vice president and western regional manager for Campbell & Company. His career in fundraising spans more than 25 years and includes building successful campaigns from inception, reinventing stalled initiatives, and board/staff training.

Amy Eisenstein guides you, in only five hours a week, to safely and surely meet the challenges of getting your organization ready for major gift fundraising, all the way up to that all-important ask. If you've been in fundraising for any length of time, you've no doubt heard of the "90/10 Rule." In its simplest terms, it means that 90 percent of the funding comes from 10 percent of our donors. Often, the majority of our time is spent focused on low-yield fundraising activities, such as events. Amy argues that the key to successful long-term, sustainable fundraising lies in dramatically increasing fundraising income from individual donors. And savvy fundraisers will do well to heed her advice. But how can you get started? With Amy at the helm, guiding you in developing your organization's program, you'll find it's absolutely doable. Amy doesn't pull any punches. She makes it clear, if you're going to succeed in major gifts, that everyone will need to be on board and that effective and fundraising training is a must. It's a commitment. Throughout the book, she explains key fundraising concepts, the difference between major gifts and capital campaigns, how to determine exactly what constitutes a major gift for your organization, the importance of gift acceptance policies, job responsibilities for your major gift team, the role of online fundraising in major gifts fundraising, the role of mail, maintaining your database, and more. In short, she cuts to the chase to show you that major gift fundraising is something that, yes, you can do. It just takes focus and Amy's know-how, made outlined within these pages. Part One-- You Can Raise Major Gifts in Only Five Hours per Week! Chapter One: The Secret to Successful Fundraising: Creating a Culture of Philanthropy and Professionalism at Your Organization Chapter Two: Creating Your Strategy Chapter Three: The Secret Weapon of Major Gifts: Engaging Your Board Chapter Four: Creating an Army of Advocates and the Role of Social Media Chapter Five: What Does Bulk Mail Have to Do with Major Gifts? Part Two-- Are You Ready to Ask for a Major Gift? Preparing to Ask Chapter Six: Who Will You Ask for Major Gifts? Chapter Seven: Researching Your Prospects: The Fine Line between Professional and Creepy Chapter Eight: The Art and Science of Getting a Meeting: How to Meet With People You Know--and with People You Don't Chapter Nine: How to Build Deeper Relationships with Major Gift Prospects Part Three-- The Moment of Truth: Asking and Beyond Chapter Ten: Get Ready to Ask Chapter Eleven: The Moment of Truth (Time to Ask) Chapter Twelve: More Than Simply Thank You Part Four-- Taking Your Organization to the Next Level Chapter Thirteen: Considering a Capital Campaign? Chapter Fourteen: Can a Small Business Really Do Planned Giving? Chapter Fifteen: Moving on Up: Taking Your Organization to the Next Level

A Simple Guide to Connecting Donors with What Matters to Them Most

A Complete Guide

Fundraising Essentials e-book Set

Fundraising: Hands-On Tactics for Nonprofit Groups

A How-to Guide for Your Board

The Trustees Role and Beyond

Boards That Love Fundraising

Fundraising experts Karen Brooks Hopkins of the Brooklyn Academy of Music and Carolyn Stolper Friedman of the Contemporary Museum of Art in Chicago offer important insights into today's best fundraising strategies for arts and cultural organizations of all sizes. New to this edition is an in-depth examination of corporate sponsorships, as well as a detailed chapter on endowment campaigns. All statistics, appendixes, and examples have been updated, and many helpful examples, including pledge forms, campaign statements, and sponsorship contracts, are also included.

A completely revised edition of the must-have resource for increasing your nonprofit's bottom line This thoroughly revised and updated edition of the best-selling book *The Ask* is filled with suggestions, guidelines, and down-to-earth advice that will give you the confidence to ask anyone for any size gift, for any purpose. Written in winning language, filled with sample dialogues, and offering a wealth of tips and tools, this book addresses common mistakes made when asking and shows how to correct each mistake, providing guidance and direction on how to make a great ask. Offers step-by-step guidance for learning personal solicitation skills Filled with real-world tools and techniques for raising money or support Contains advice for overcoming situations such as hesitating to ask for money and following through on the ask Written for fundraisers from any size organization Includes information on how to apply asking skills to a fundraiser's personal and professional pursuits. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

The real-world guide to successfully funding your nonprofit program *The Complete Guide to Fundraising Management* is the comprehensive handbook for successful fundraising, with a practical focus that applies across the nonprofit sector. With a focus on planning, self-assessment, continual improvement, and high-payoff strategies, this book provides more than just ideas—it shows you the concrete, real-world actions that make it all happen, and gives you the tools you need to bring these concepts to life. This new fourth edition features the latest information about social media campaigning, internet fundraising, crowdfunding, and more. Timelines, checklists, and forms help you streamline management tasks to focus on effective development, and updated sample reports and budget information help you begin implementing these approaches quickly. The nonprofit world is becoming increasingly competitive in terms of funding, and fundraisers are being asked to perform miracles more than ever before. This book offers a time-tested framework for fundraising success, with step-by-step guidance through the entire process from prospect to program. Understand and apply the major principles and best practices of fundraising Manage information, resources, development, and volunteers Adopt new approaches to relationship-building

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and prospect identification Write grants and fundraising materials that make a rock-solid case for support There is never enough funding to go around. To survive and thrive, nonprofits must revitalize interest and generate more support. Gone are the days of door-knocking and bake sales; strategy is critical, and execution must be top-notch. The Complete Guide to Fundraising Management shows you the real-world strategies that get your programs funded.

Learn how to power up your fundraising—from Reynold Levy, the master of fundraising Drawing on his experience in raising over one billion dollars in six years as President of Lincoln Center, Reynold Levy has written the ultimate insider's guide to asking for and receiving funds. Rich with insights and invaluable advice from Levy's own lessons learned, this powerful book is for you, whether your organization is concerned with health, education, the arts, or humanitarian causes, a think tank or advocacy group, established or fledgling. Insightful, creative, and humorous, Yours for the Asking draws back the curtain to disclose Levy's secrets of success and reveals how you can: Tap into the resources of donors, large and small, for your institution or cause Reach wealthy people and successfully bring home the bacon Put aside fears, qualms, and hesitations and confidently ask for funds Locate the intersection between the interests of business and the needs of your nonprofit organization Solve the mystery of fundraising from foundations Explore your organization's future in fundraising and discern its long-term trends Learn the best ways to combat the adverse impact of a wide, deep, and prolonged recession Yours for the Asking will transform your view of fundraising from a dreaded aspect of your job to a high calling, from "pleading" for money to helping donors find pleasure in advancing social causes and strengthening key nonprofit institutions. Affluence and generosity abound. It's all yours—for the asking.

Fundraising Basics: A Complete Guide

Ask Without Fear!

Major Gift Fundraising for Small Shops

Beyond Fundraising

Grassroots Fundraising Journal

Comprehensive Fundraising Campaigns

Conducting a Successful Fundraising Program

A comprehensive workbook covering all aspects of successful nonprofit development One of the most significant factors in the success of any marketing and fundraising program is the ability and willingness of the organization to take the time to develop an integrated development plan with realistic budgets, timelines, and areas of responsibility. The Nonprofit Development Companion examines all aspects of successful development and includes useable templates and examples that can be adapted for application within any nonprofit organization. Covers a specific element in each chapter, including mission, strategic planning, case for support, marketing/communications, use of volunteers, fundraising program, recordkeeping system, CEO, governing board, and development staffing Includes templates and samples to provide specific examples to use right away Offers a new approach to nonprofit fundraising and marketing Based on sound development principles, this book gives you the step-by-step guidance you need to build and run a successful development program.

IS FUNDRAISING FUN FOR YOU? Are your board members beating down your door with new donors that are ready to make a gift? If that's not your reality yet, Ask Without Fear! by author, speaker and fundraising expert Marc A. Pitman is for you! In this fun, easy-to-read book, he: Explains in a step-by-step, easy to remember process how to build authentic relationships with your donors -- and help them connect with your cause in the way that matters most to them! Identifies time-tested research tools to help you plan your fundraising campaign! Exposes the 7 most common fundraising mistakes -- and how to avoid them! Shows how to become skilled at identifying a person's personality traits and tailoring your message to fit their personality -- even on the fly! Ask Without Fear! Helps you move your fundraising from a static, one-way, organization-centered monologue to a dynamic, donor-centered, two-way dialogue. Whether you work for a not-for-profit or volunteer for one, this book gives you the tools to raise serious money for your favorite cause!

Written by Robert Zimmerman and Ann Lehman--leading experts in the field of fundraising and board development--Boards That Love Fundraising not only shows that all board members (no matter the level of experience) can learn to raise funds but also provides effective tips to the more experienced fundraisers. This workbook explains your fundraising responsibility as a board member while it: Provides information on board structure and its impact on raising money Outlines the concepts that will empower you to ask for money effectively and fearlessly Describes the wide variety of methods nonprofits use to raise money and the board's role in each area Shows how to recruit board members who can help with fundraising Explores the vital issues of fundraising, planning, staffing, evaluation, and working with consultants "The book provides tips to help board members overcome the fear of rejection and feel more comfortable asking for support." -- The Chronicle of Philanthropy, May 27, 2004 [The authors exploration of] " ..topics such as how to ask for a substantial gift and motivations for giving are especially effective." -- September 22, 2004, The Foundation Center, Philanthropy News Digest

Everything you need to know as a nonprofit board member to raise more money and help your organization succeed in meeting its goals Engaging and informative, this practical guide to fundraising contains valuable insights that nonprofit boards need to succeed in raising money in today's dynamic economic environment. While written expressly for board members, this useful handbook also provides advice to executive directors and advancement staff on how to partner with your board to build an unstoppable fundraising team. A Fundraising Guide for Nonprofit Board Members shows you how to raise more money by building board leadership and skills in fundraising. This book covers it all—the board's leadership role in fundraising; how to organize and train your board to raise funds; building a team with board and staff; raising funds for operations, major gifts and capital campaigns; how to ask for gifts; plus a guide for conducting a board retreat that will lead to fundraising success. Demystifies the ask by providing a straightforward guide on how to ask for, and close, gifts Features case studies, real life examples, and checklists in an easy to reference format Offers sample materials for a board retreat on building the successful fundraising team Also by Julia Ingraham Walker: Nonprofit Essentials: Jump-Starting the Stalled Fundraising Campaign Entertaining, practical, and easy to use, this book will become a must-read for all board members, executive directors, and staff who want to build an effective fundraising team.

A Fundraising Guide for Nonprofit Board Members

Achieving Excellence in Fundraising

Yours for the Asking

A Comprehensive Planning Model for Success

School Finance Elections

Nonprofit Fundraising 101

The Art of Governance

Essential tools for implementing right-sized prospect research techniques that help nonprofit organizations reach their fundraising goals. Written especially for front-line fundraisers, Prospect Research for Fundraisers presents a practical understanding of prospect research, prospect management, and fundraising analytics, demonstrating how research can be used to raise more money. Filled with examples, case studies, interviews, and stories, this unique book is structured around the fundraising cycle and illustrates the myriad of current and ever-changing prospect research tools and techniques available to boost an organization's fundraising effectiveness. From essential overviews to how-to-search skills, this practical book gives development officers the tools to understand how to use prospect research in ways that best fit their goals for each stage of the fundraising cycle. Provides practical insight to understand the best use of each prospect research tool and technique. Features a companion website with a variety of online tools to help readers implement key concepts. Part of the AFP Fund Development Series. Prospect Research for Fundraisers provides fundraisers with an understanding of what prospect research is and which resources are available to small organizations that have limited internal capacity, medium-sized organizations building capacity, and large organizations wanting to maximize their strengths. It offers a practical understanding of the relevant tools at the disposal of development officers and managers responsible for hiring, outsourcing, purchasing, managing, and implementing prospect research within their organizations. Valuable techniques to maximize your fundraising efforts. In this era of financial cutbacks and reduced government spending, nonprofit groups must implement effective fundraising strategies to stay in operation. This updated edition of Fundraising shows how your nonprofit company can cultivate potential donors, utilize feasibility studies, train solicitors, obtain foundation grants, cut costs, and implement high-profile imaginative campaigns that top consultants use to get results.

Fundraising: Principles and Practice provides readers with a comprehensive introduction to fundraising. Taking a balanced perspective, bestselling author Michael J. Worth offers insights on the practical application of relevant theory. The text is designed to engage readers in thinking critically about issues in fundraising and philanthropy to prepare them for careers in the nonprofit sector. Worth explores donor motivations and fundraising techniques for annual giving programs, major gift programs, planned giving, and corporate and foundation giving and campaigns. Traditional methods, including direct mail and personal solicitations, are discussed as well as new tools and practices, including online fundraising, crowd-funding and social networks, analytics, and predictive modeling. Written specifically for nonprofit career-oriented individuals, this book helps readers become successful fundraisers.

Designed to help nonprofit board members and senior staff, "The six books address all of the fundamental elements of service common to most boards, including board member responsibilities, how to structure the board in the most efficient manner, and how to accomplish governance work in the spirit of the mission of the organization." -- pg. 2 of Book 1.

Successful Fundraising for Arts and Cultural Organizations

Fundraising

How to Ask Anyone for Any Amount for Any Purpose

Effective Fundraising

New Directions for Philanthropic Fundraising, Number 39

Fundraising for Social Change

Make Your Donors Feel Like Winners

CD-ROM contains: resources (charts, graphs, and checklists) and campaign samples.

The Art of Governance is an essential guide for trustees in the performing arts and for the artists, managers, and community leaders who work with them. This book provides the larger context in which trustees govern—the art, artists, history, institutions, and national policies of the performing arts—and also explores more practical issues, such as board development, planning, finance, and fundraising. A

wide range of distinguished artists, trustees, managers, and consultants have contributed articles, covering everything from “ The Art of Theater ” to “ Understanding Financial Statements. ” An invaluable tool for building an enlightened and inspired board, this resource above all recognizes the need of trustees in the performing arts to find a balance between the uncertainty of artistic creativity and the need for fiscal stability. Editors Nancy Roche and Jaan Whitehead have served on the boards and staff of numerous theater organizations. Nancy Roche has been a trustee of CENTER-STAGE in Baltimore since 1987, serving as president of the board for seven years and as interim managing director for one year. She has been a consultant on governance for the National Arts Stabilization (now National Arts Strategies), a councilor of the Maryland State Arts Commission from 1992-1999, and has twice served as lay panelist for the NEA. In the summer of 2000, she participated as a theater trustee in the National Critics' Institute at the Eugene O'Neill Theater Center in Waterford, Connecticut, returning in the following summer as a founding member of their week-long Trustees Program. She is a founding member of the National Council for the American Theatre and serves as a trustee and treasurer of the board of Theatre Communications Group. In addition, she serves on the boards of the Roland Park Country School, the Institute for Christian-Jewish Studies, and the Baltimore School for the Arts. She is a graduate of Dominican University and received an MA in teaching and an LLA, both from The Johns Hopkins University. Jaan Whitehead currently chairs the board of the SITI Company, an ensemble theater in New York led by Anne Bogart. She has served on the boards of The Acting Company, Arena Stage, Living Stage, and The Whole Theatre Company, where her particular interests have been board development and institutional change. She has also been a trustee of Theatre Communications Group and the National Cultural Alliance, an arts advocacy group in Washington, and is a founding member of the National Council for the American Theatre. In addition to her work as a trustee, she has been executive director of Theatre for a New Audience in New York and Development Director of CENTERSTAGE in Baltimore. Ms. Whitehead graduated from Wellesley College, holds an MA in economics from the University of Michigan, and, early in her career, works as an economist for private industry and the Federal Reserve Board. She received her PhD in political theory from Princeton in 1988. She taught at Georgetown University for several years but, as her involvement in theater deepened, she made the arts her main work while retaining her interests in economic and political theory. Drawing on this background, she has recently been writing a series of essays on the challenges facing the arts in a commercial society.

LEARN THE SECRETS TO BUILDING AND MANAGING A SUCCESSFUL ANNUAL SUPPORT CAMPAIGN FOR YOUR NONPROFIT ORGANIZATION Whether your organization is building its first annual support campaign or working on its hundredth, The Annual Campaign offers a fresh look at how your organization can raise the most money possible by effectively engaging staff, board, volunteers, donors, and prospects in embracing your mission and rallying to its cause. This nuts-and-bolts book presents practical advice on: The secrets to running an effective, well-coordinated annual campaign Why your annual campaign needs a strong support base How to know when your organization is ready to launch its campaign Best practices for growing human relationships—and big pledges and gifts How to get your volunteer force purposefully engaged Brimming with step-by-step guidance and practical tools, including checklists for annual support campaigns, assessments for campaign readiness, sample pledge cards, cultivation tips for obtaining larger gifts, and much more, The Annual Campaign is the only guide you'll need to launch a successful—and abundantly lucrative—annual campaign.

This book represents a marriage of research and successful practice, presenting a comprehensive planning model for school leaders preparing for and conducting school finance elections. Information presented emphasizes systems and strategies rather than specific campaign tactics. Avoiding a myopic focus on tactics allows school leaders to elevate their thinking to a more comprehensive and long-range vision of election planning. Each of the chapters elaborates on one of the ten elements in the authors' comprehensive planning model. Use of this model has reaped success in all types of school districts from New Jersey to California, and the authors aim to bring readers success at the ballot box as well.

The Essential Handbook

A Complete and Practical Guide for Leaders and Professionals

Capital Campaigns

Fundraising Responsibilities of Nonprofit Boards

A Guide for Board Members and Others Who Aren't Professional Fundraisers But Who Will Be the Heroes Who Create a Better Community

How to Leverage Your Annual Fund in Only Five Hours Per Week

Boards in the Performing Arts

Create a sustainable revenue model that can propel your mission-driven organization into the future Effective Fund Raising: The Trustee's Role and Beyond is the result of author F. Warren McFarlan's two decades of research at Harvard Business School, along with over forty years of active social enterprise board service. This book offers a depth of knowledge and insight that will prove invaluable for trustees, donors, and others related to and responsible for the success of social enterprise. Social enterprise organizations have played a vibrant and important role in the USA for the past century. And yet, the business of fundraising has not become any easier or more elegant. In this book, you will discover how to help raise the financial resources that your organization needs to perform its good deeds. This book focuses on the steps and strategies you need to know to secure funding to fulfill your mission. Development is the lifeblood of most social enterprises, be they large or small. You'll also discover how to harness the energies of the right people to ensure the long-term success of your development efforts. Learn why an effective, sustainable revenue model is critical to the success of even the most exciting mission-driven organization Understand the core elements of the revenue model, including governance, fees, the annual fund, capital fundraising campaigns, planned gifts, and more Develop a strong plan for sustaining your organization's revenue, regardless of organization size Build the skill of asking for money and lead your organization to a revenue and philanthropy orientation Many social enterprise CEOs spend over half of their time on fundraising. Why? Simply put: without a sustainable revenue model, even the most exciting mission-driven organization will collapse. The dirty truth is that, with no fund raising, there is no social enterprise or enduring mission. This book will help you shoulder the burden of fundraising and ensure the long-term success of your

venture.

The Ask is a complete resource for teaching anyone—experienced in fundraising or not—how to ask individuals, in person, for a contribution to for a local nonprofit or a special event or community project, an enhanced annual gift, a major or planned gift, or a challenging capital campaign gift. Written by fundraising expert Laura Fredricks, The Ask shows what it takes to prepare yourself and others to make an effective ask and includes over one hundred sample dialogues you can use and adapt. Step by step, the book reveals how to listen, what to say, and how to follow up on each and every ask until you receive a solid and definitive answer. In addition, The Ask covers such topics as how to Examine your views on money before making an ask Learn the ins and outs of asking for money Work with others to make an ask Determine if you should or should not ask a friend, colleague, or peer for money Figure out how many asks you can do given your time constraints Deal effectively with all the responses you will get to an ask

Until recently, the chief development officer (CDO) has focused primarily, if not exclusively, on fundraising. In the past two decades, largely in response to greater demand and competition for fundraising revenue, the responsibilities and corresponding required competencies of CDOs have evolved. Today's CDOs play senior, strategic leadership roles in their organizations. The Chief Development Officer: Beyond Fundraising is a guide to those preparing for the role of CDO and to those charged with selecting, appointing, and supporting CDOs. It includes nine chapters, each presenting a role beyond frontline fundraising and fundraising program management in which today's successful CDO excels. There are many wonderful development leaders and many wonderful nonprofit organizations, but not always the best 'marriages' between leaders and organizations. The immediate goal of this book is better 'marriages,' supporting an ultimate goal of continued health and growth of nonprofit organizations and the essential contributions they make to a civil society.

Achieving Excellence in Fundraising is the go-to reference for fundraising principles, concepts, and techniques. With comprehensive guidance toward the fundraising role, this book reflects the latest advances in fundraising knowledge. Coverage includes evolving technologies, the importance of high net worth donors, global fundraising perspectives, results analysis and performance evaluation, accountability, and credentialing, with contributions from noted experts in the field. You'll gain essential insight into the practice of fundraising and the fundraising cycle, reinforced by ancillary discussion questions, case studies, and additional readings. With contributions from members of The Fund Raising School and the faculty of Indiana University's Lilly Family School of Philanthropy, this new edition includes detailed guidance on nonprofit accounting practices as defined by the Financial Accounting Standards Board and the American Institute of Certified Public Accountants, rounding out the complete, thorough coverage of the fundraising profession. Designed to provide both theory and practical knowledge, this book is an all-in-one resource for anyone who performs fundraising duties. Understand donor dynamics and craft an institutional development plan Explore essential marketing and solicitation techniques Learn effective volunteer recruitment, retention, and management strategies Fundraising merges a variety of fields including psychology, business management, accounting, and marketing, making it a unique role that requires a uniquely well rounded yet focused skillset. Amidst economic uncertainty and a widening wealth gap the world over, it's more important than ever for fundraisers to have a firm grasp on the tools at their disposal. Achieving Excellence in Fundraising is the ultimate guide to succeeding in this critical role.

The Chief Development Officer

Fundraising Campaigns in Higher Education

The Board Member's Book

A Comprehensive Guide and Resource

Hands-On Tactics for Nonprofit Groups

Nonprofit Management 101

A Practical Guide for Governing and Foundation Boards

"Nonprofit Fundraising 101 is a practical guide for nonprofit professionals and decision makers that helps them take their cause mobile. Building on the success of the author's previous title, Nonprofit Management 101, Nonprofit Fundraising 101 takes readers deep into the specific applications of mobile technology -- one of the hottest topics for nonprofits. This this new book provides readers with practical tips and tools, as well as expert advice and insights from a variety of well-recognized industry experts, comprehensively addressing all areas a nonprofit can utilize mobile technology. It expertly addresses how to use mobile to build and retain audiences, manage and promote content, recruit and utilize volunteers, fundraise more efficiently and effectively, and monitor organizations' goals and key performance indicators, as well as offers specific mobile tools and applications that will meet each nonprofits needs. Readers of this book get a comprehensive look at a critical and emerging set of tools and practices, all designed to empower and enable them to use mobile technology to run their nonprofits more effectively and efficiently. Also features a toolkit of resources, best practices, and practical tips to establish and maintain a robust mobile presence for their nonprofit. Nonprofit Fundraising 101 addresses the entire spectrum of mobile technology use for nonprofits, including information on topics ranging from organizational effectiveness, audience building and communications strategies, volunteer recruitment and management, as well as an overall guide to existing tools and applications"--

Tips and techniques to help your nonprofit thrive More so now than in years past, a significant number of nonprofit organizations have experienced a major decrease in funding and contributions. Nonprofit Kit for Dummies, 4th Edition caters to these organizations and shows you how your nonprofit can thrive and survive even in the most unpredictable and uncertain economic climate. This new edition of Nonprofit Kit For Dummies offers tips and information on everything you need to navigate the process of setting up and effectively running a nonprofit organization, including: hybrid corporations; employee performance reviews; IRS regulations; social media; nonprofit marketing and fundraising; building cash reserves and risk capital; online research and fundraising; and much more. Covers raising money, applying for grants, and developing the perfect mission statement Details on how state laws vary, how to conduct

program evaluations; and how to conform to accounting standards CD includes forms, worksheets, templates, and more—plus stronger, more specific examples of organization plans and resources to guide organizational financial systems and procedures Whether you're thinking about starting your own nonprofit or are already working in the sector, Nonprofit Kit For Dummies is a valuable source for getting the latest information and practical advice on running a prosperous nonprofit organization. Note: CD-ROM/DVD and other supplementary materials are not included as part of the e-book file, but are available for download after purchase.

"This book will ground board members, presidents, vice presidents for advancement, deans and other critical stakeholders with an objective and comprehensive understanding of what it takes to achieve higher levels of success in a campaign."--Page 4 of cover.

The complete resource for fundraisers in any nonprofit organization! Conducting a Successful Fundraising Program outlines a unique approach to successful fundraising and features an exhaustive resource section that includes actual organization publications, direct mail samples, model case statements, telemarketing scripts, special events check-lists, and more. This all-in-one resource covers all the traditional elements of fundraising--including annual giving, major gifts and planned giving, corporate and foundation relations, prospect research and management, and fundraising literature and promotions--as well as current issues such as gift administration, technology, and the use of consultants and paid solicitors in the solicitation process. Dove identifies the ten prerequisites that predict success in fundraising and then leads the reader step-by-step through every phase of the fundraising process, and provides specific advice on the elements crucial to any program's success.

Strategies and Tools to Raise Money

Winning Gifts

Federal Election Campaign Laws

How to Ask for Support for Your Nonprofit Cause, Creative Project, or Business Venture

The Nonprofit Development Companion

Major Donors

Nonprofit Kit For Dummies

A comprehensive handbook for leading a successful nonprofit This handbook can educate and empower a whole generation of nonprofit leaders and professionals by bringing together top experts in the field to share their knowledge and wisdom gained through experience. This book provides nonprofit professionals with the conceptual frameworks, practical knowledge, and concise guidance needed to succeed in the social sector. Designed as a handbook, the book is filled with sage advice and insights from a variety of trusted experts that can help nonprofit professionals prepare to achieve their organizational and personal goals, develop a better understanding of what they need to do to lead, support, and grow an effective organization.

Addresses a wealth of topics including fundraising, Managing Technology, Marketing, Finances, Advocacy, Working with Boards Contributors are noted nonprofit experts who define the core capabilities needed to manage a successful nonprofit Author is the former Executive Director of Craigslist Foundation This important resource offers professionals key insights that will have a direct impact on improving their daily work.

The bible of grassroots fundraising, updated with the latest tools and methods Fundraising for Social Change is the preeminent guide to securing funding, with a specific focus on progressive nonprofit organizations with budgets under \$5 million. Used by nonprofits nationally and internationally, this book provides a soup-to-nuts prescription for building, maintaining, and expanding an individual donor program. Author Kim Klein is a recognized authority on all aspects of fundraising, and this book distills her decades of expertise into fundraising strategies that work. This updated seventh edition includes new information on the impact of generational change, using social media effectively, multi-channel fundraising, and more, including expanded discussion on retaining donors and on legacy giving. Widely considered the 'bible of grassroots fundraising,' this practically-grounded guide is an invaluable resource for anyone who has to raise money for important causes. A strong, sustainable fundraising strategy must possess certain characteristics. You need people who are willing to ask and realistic goals. You need to gather data and use it to improve results, and you need to translate your ideas in to language donors will understand. A robust individual donor program creates stable and long-term cash flow, and this book shows you how to structure your fundraising appropriately no matter how tight your initial budget. Develop and maintain a large base of individual donors Utilize strategies that pay off sooner rather than later Expand your reach and get your message out to the donor pool Translate traditional fundraising methods into strategies that work for social justice organizations with little or no front money Basing your fundraising strategy on the contributions of individual donors may feel like herding cats—but it's the best way for your organization to maintain maximum freedom to pursue the mission that matters. A robust, organized, planned approach can help you reach your goals sooner, and Fundraising for Social Change is the field guide for putting it all together to make big things happen.

Are volunteers still relevant to the fundraiser's work? If so, for what reasons? If not, why not? This issue looks atypically at volunteers and fundraising. Contributing authors examine fewer of the how-tos of working with volunteers and more of the psychological and psychosocial aspects of volunteers' and development professionals' personalities. The assessment extends to organizational characteristics, evolutionary stage and size, and the reasons that certain types of volunteers and fundraisers may be drawn to work with a particular nonprofit group. Moving from broad concept to microcosm, articles in this issue examine all aspects of volunteerism and the rise in professionalism in fundraising in recent years. Bruce Bonnicksen addresses the new roles of volunteers in development, highlighting both the changing reasons for working with volunteers and volunteer's shifting expectations of fundraising professionals. Donald Zeilstra discusses a new paradigm for considering how professionals can work with and relate to volunteer fundraisers by implementing reciprocal learning in teams. Contributors draw from research in the field for their analysis of volunteering and its relationship to fundraising. Linda Lysakowski presents the volunteer's perspective with primary research drawn from 104 nonprofit fundraisers. Another survey of 140 development officers provides issue editor Rebecca E. Hunter the opportunity to analyze relationship building between volunteers and fundraising professionals. Kenneth Knox examines volunteer recruitment, training and management process in smaller organizations, and presents a case study on the Medical Society Fundraising

Network. *With a targeted survey of the top 25 small liberal arts colleges Jody Abzug and Rikki Abzug explore the specific roles of volunteers in fundraising efforts at that type of institution. A final case study of Everybody Wins! Foundation summarizes the issue's primary themes and presents views from both sides of the table, with some volunteers actively engaged and others content to let the staff lead the charge.*

"How your hospital, civic organization, social or human service agency, museum, school, university, community college, theater, church, musical group, or just about any not-for-profit organization can raise \$1 million to \$100 million to build a new building, expand your current building, create an endowment, or otherwise move to the next level."

Fundraising For Dummies

Finding Big Gifts in Your Database and Online

A Guide for Presidents and Boards

The Ask

The Annual Campaign

Exploring the Relationship Between Volunteers and Fundraisers