

The Fundraiser's Guide To Irresistible Communications

"The Storytelling Non-Profit is a portable consultant for fundraisers, communicators and executive directors who want to tell great stories. In this book, professionals will learn a process for telling a story that inspires and resonates with a target audience."--Back cover. Writing to raise money takes more than a few choice words. Highly profitable communications use a wide array of "trade secrets" to boost response. Things like emotional triggers, a working knowledge of reader psychology, the discovery of eye motion studies, and donor research - all help writing pros reap big rewards from their appeal letters, newsletters, websites, case statements, and more. Now these trade secrets are yours, collected in one easy-to-understand volume: How to Write Fundraising Materials that Raise More Money - The Art, the Science, the Secrets. Author Tom Ahern is recognized as one of North America's leading experts on effective communications. His workshops are in hot demand. Last year he released a first-of-its-kind book on moneymaking donor newsletters. Now, in his new book, Ahern reveals all: how top fundraising writers inspire their prospects to make that first gift - and how they keep existing donors loyal and generous. Raising more money through words, via the printed page or online, is no accident. But anyone can do it well: you don't need special writing talent. All you need is this essential guide to best practices in the fundraising industry.

A funny, fact-driven, and illustrated field guide to how to live a feminist life in today's world, from the hosts of the hit Unladylike podcast. Get ready to get unladylike with this field guide to the what's, why's, and how's of intersectional feminism and practical hell-raising. Through essential, inclusive, and illustrated explorations of what patriarchy looks like in the real world, authors and podcast hosts Cristen Conger and Caroline Ervin blend wild histories, astounding stats, social justice principles, and self-help advice to connect where the personal meets political in our bodies, brains, booty calls, bank accounts, and other confounding facets of modern woman-ing and nonbinary-ing. By laying out the uneven terrain of double-standards, head games, and handouts patriarchy has manspread across society for ages, Unladylike is here to unpack our gender baggage and map out the space that's ours to claim.

Harvey McKinnon is a veteran fundraiser and a marvelous wordsmith. He's produced a beautifully polished gem, with real-life stories that unerringly hit their mark, like an arrow piercing the center of a bulls-eye. They say a donor's objections are your best friends. Well, they're not, not if you don't know the questions and, of course, the answers. So get ready for a lively adventure into the mind of a donor. You've got the best tour guide I could imagine. Book jacket. A 59-minute Guide to Everything Board Members, Volunteers, and Staff Must Know to Secure the Gift

Ultimate Cake Mix Cookie Book

A Communications Map for Engaging Your Community, Becoming a Favorite Cause, and Raising More Money

The 11 Questions Every Donor Asks and the Answers All Donors Crave

The Fundraiser's Guide to Increasing Lifetime Value

Viral Loop

Listening for Lions

For a limited time, receive a free Fodor's Guide to Safe and Healthy Travel e-book with the purchase of this guidebook! Go to fodors.com for details. Whether you want to hike a crater in Maui, relax on Waikiki beach, or attend a luau, the local Fodor's travel experts in Hawaii are here to help! Fodor's Essential Hawaii guidebook is packed with maps, carefully curated recommendations, and everything else you need to simplify your trip-planning process and make the most of your time. This new edition has been fully-redesigned with an easy-to-read layout, fresh information, and beautiful color photos. Fodor's "Essential" guides have been named by Booklist as the Best Travel Guide Series of 2020! Fodor's Hawaii travel guide includes: AN ILLUSTRATED ULTIMATE EXPERIENCES GUIDE to the top things to see and do MULTIPLE ITINERARIES to effectively organize your days and maximize your time MORE THAN 40 DETAILED MAPS to help you navigate confidently COLOR PHOTOS throughout to spark your wanderlust! HONEST RECOMMENDATIONS FROM LOCALS on the best sights, restaurants, hotels, nightlife, shopping, performing arts, activities, side-trips, and more PHOTO-FILLED "BEST OF" FEATURES on "Maui's Best Beaches," "Oahu's Natural Wonders," "The Best Beaches on Big Island," and more TRIP-PLANNING TOOLS AND PRACTICAL TIPS including when to go, getting around, beating the crowds, and saving time and money HISTORICAL AND CULTURAL INSIGHTS providing rich context on the local people, politics, art, cuisine, geography and more SPECIAL FEATURES on "What to Buy," "What to Watch and Read Before You Visit," and "What to Eat and Drink" LOCAL WRITERS to help you find the under-the-radar gems HAWAIIAN LANGUAGE PRIMERS with useful words and essential phrases UP-TO-DATE COVERAGE ON: Maui, Oahu, Kauai, The Big Island, Molokai, Lanai, Haleakala National Park, Waikiki, and more. Planning on visiting an individual island? Check out Fodor's Maui, Fodor's Oahu, Fodor's Kauai, and Fodor's Big Island *Important note for digital editions: The digital edition of this guide does not contain all the images or

text included in the physical edition. ABOUT FODOR'S AUTHORS: Each Fodor's Travel Guide is researched and written by local experts. Fodor's has been offering expert advice for all tastes and budgets for over 80 years. For more travel inspiration, you can sign up for our travel newsletter at fodors.com/newsletter/signup, or follow us @FodorsTravel on Facebook, Instagram, and Twitter. We invite you to join our friendly community of travel experts at fodors.com/community to ask any other questions and share your experience with us!

Building Donor Loyalty is a hands-on guide written for professional fundraisers that outlines the factors that drive donor retention, explains how to keep donors committed to an organization, and offers suggestions for developing donor value over time. It is based on data drawn from a research program which included more than 20,000 nonprofit organizations and was funded by the Aspen Foundation and the Indiana Fund through the Center on Philanthropy at Indiana University. Building Donor Loyalty contains a variety of illustrative case studies that demonstrate the power of effective donor retention strategies and clearly explains each of the factors that can build donor retention. It includes tools and techniques that have proven successful when growing long-term relationships with donors and offers practical advice for fundraisers who want to integrate this knowledge into their own thinking, planning, and practice. This important resource Shows how to design programs that genuinely reflect donor needs and aspirations Discusses the lessons for loyalty that emerge with monthly giving plans Explores how to develop a relationship fundraising strategy Outlines the common pitfalls to avoid when researching the needs and preferences of donors Explains how demographic, lifestyle, and behavioral variables can be used to structure the approach to an organization's donors Highlights the role of donor recognition and feedback Includes a step-by-step blueprint for tailoring a plan that will meet the needs of an individual organization

New York Times bestselling author Jill Shalvis returns to Sunrise Cove with a powerful, moving story about a young woman on a quest to find the truth about her father who learns the meaning of true love along the way. Alone in the world, Tae Holmes and her mother April pretty much raised each other, but as Tae starts asking questions about the father she's never met, April, for the first time in her life, goes silent. To make matters worse, Tae is dangerously close to broke and just manages to avoid financial meltdown when she lands a shiny new contract with an adventure company for athletes with disabilities and wounded warriors. Her first big fundraiser event falls flat, but what starts out as a terrible, horrible, no-good night turns into something else entirely when Tae finds herself face-to-face with Riggs Copeland. She hasn't seen the former Marine since their brief fling in high school, and while still intensely drawn to him, she likes her past burned and buried, thank you very much. Hence their friendship pact. But when April oddly refuses to help Tae track down her father, it's Riggs who unexpectedly comes to her aid. On a hunt to unlock the past, the two of them find themselves on a wild ride and learn a shocking truth, while also reluctantly bonding in a way neither had seen coming. Now Tae must decide whether she's going to choose love ... or walk away from her own happiness.

Here's something you may not know about today's Internet. Simply by designing your product the right way, you can build a flourishing business from scratch. No advertising or marketing budget, no need for a sales force, and venture capitalists will flock to throw money at you. Many of the most successful Web 2.0 companies, including MySpace, YouTube, eBay, and rising stars like Twitter and Flickr, are prime examples of what journalist Adam L. Penenberg calls a "viral loop"--to use it, you have to spread it. After all, what's the sense of being on Facebook if none of your friends are The result: Never before has there been the potential to create wealth this fast, on this scale, and starting with so little. In this game-changing must-read, Penenberg tells the fascinating story of the entrepreneurs who first harnessed the unprecedented potential of viral loops to create the successful online businesses--some worth billions of dollars--that we have all grown to rely on. The trick is that they created something people really want, so much so that their customers happily spread the word about their product for them. All kinds of businesses--from the smallest start-ups to nonprofit organizations to the biggest multinational corporations--can use the paradigm-busting power of viral loops to enable their business through technology. Viral Loop is a must-read for any entrepreneur or business interested in uncorking viral loops to benefit their bottom line.

The Friendship Pact

The Practical and Spiritual Approach to Stewardship

More Than 375 Delectable Cookie Recipes That Begin with a Box of Cake Mix

How to Love Your Donors (to Death)

It's NOT JUST about the Money

Nonprofit Fundraising 101

Unlocking the Secrets of Keeping Your Donors for Life

The scientific story of first impressions—and why the snap character judgments we make from faces are irresistible but usually incorrect We make up our minds about others after seeing their faces for a fraction of a second—and these snap judgments predict all kinds of important decisions. For example, politicians who simply look more competent are more likely to win elections. Yet the character judgments we make from faces are as inaccurate as they are irresistible; in most situations, we would guess more accurately if we ignored faces. So why do we put so much stock in these widely shared impressions? What is their purpose if they are completely unreliable? In this book, Alexander Todorov, one of the world's leading researchers on the subject, answers these questions as he tells the story of the modern science of first impressions. Drawing on psychology, cognitive science, neuroscience, computer science, and other fields, this accessible and richly illustrated book describes cutting-edge research and puts it in the context of the history of efforts to read personality from faces. Todorov describes how we have evolved the ability to read basic social signals and momentary emotional states from faces, using a network of brain regions dedicated to the processing of faces. Yet contrary to the nineteenth-century pseudoscience of physiognomy and even some of today's psychologists, faces don't provide us a map to the personalities of others. Rather, the impressions we draw from faces reveal a map of our own biases and stereotypes. A fascinating scientific account of first impressions, Face Value explains why we pay so much attention to faces, why they lead us astray, and what our judgments actually tell us.

Nonprofits are communicating more often and in more ways than ever before . . .but is anyone paying attention? In her follow-up to *The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause*, Kivi Leroux Miller shows you how to design and implement a content marketing strategy that will attract people to your cause, rather than begging for their attention or interrupting them with your communications. You'll learn how to plan, create, share, and manage relevant and valuable content that inspires and motivates people to support your nonprofit in many different ways. Inside: Eye-opening look at how nonprofit marketing and fundraising is changing, and the perils of not quickly adapting Up-to-date guidance on communicating in a fast-paced, multichannel world How to make big-picture strategic decisions about your content, followed by pragmatic and doable tactics on everything from editorial calendars to repurposing content Real-world examples from 100+ nonprofits of all sizes and missions This book is your must-have guide to communicating so that you keep the supporters you already have, attract new ones, and together, change the world for the better.

"P.S. I Love You More Than Tuna is both a lighthearted celebration of the loving bond between human and cat, and a touching meditation on the eternal nature of that love." —Jackson Galaxy, host of Animal Planet's *My Cat From Hell* An illustrated gift book for adults grieving a companion cat, celebrating the often-quirky bond between humans and felines. Our cats occupy a unique space in our hearts. When they're gone, the loss can be devastating, the grief profound. P.S. I Love You More Than Tuna gives us an opportunity to give friends, loved ones, or ourselves tangible comfort during the grieving period, when so many of us feel isolated and misunderstood after a beloved pet dies. The author and illustrator (devoted cat lovers themselves) offer this book as a universal love letter from the felines we've bid goodbye to. It celebrates the special bonds we forge with our four-legged companions and reminds us that their love for us—and ours for them—need never end.

"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"--

Fundraising for Small (and Very Small) Nonprofits

How to Keep Donors Coming Back After the First Gift

The Board Member's Easier-than-you-think Guide to Nonprofit Finances

Simple Development Systems

1st Edition

Irresistible Revolution

Squeeze Me

Considering how essential fundraising is to ministry, many church leaders remain terrified of asking for or talking about money. Fearless Church Fundraising removes the terror from stewardship, urging leaders to focus on deep spiritual conversion and a clear, compelling mission before they design the pledge cards. In this rich resource—part handbook, part workbook, part spiritual guidebook—former monk and popular consultant Charles LaFond combines road-tested strategies and sample campaign documents with a spiritual director's sensitivity.

The result is an irresistible, user-friendly text that promises to transform your ministry's fundraising and its spiritual life.

Remember those rules we were taught as kids? Work hard. Pay attention. Do this and you'll be successful in life. We did our best to do everything right. But now we feel unsettled, restless, and lost in the chaos. Now what if we told you . . . That's exactly where you should be. In that overwhelming chaos is the very place you'll discover your purpose and passion. The challenge you must accept is the journey to uncover what that is. That journey is your process for transformation. And it starts with breaking a few rules, with awakening the outlaw inside of you. *Awaken the Outlaw* gives you permission to break through the barriers that keep you from embarking on your search for purpose. It teaches you to look beyond the illusions that prevent you from moving forward. And it empowers you to live your life—and your faith—in a way that draws others into the adventure of their own transformation.

Raise Money to Fully Fund Your Nonprofit's Programs As the executive director of a nonprofit, the reality of being responsible for raising money to keep your programs operating is overwhelming. You keep it together, but often you just want a fundraising coach and a team to help, so you don't have to worry about turning people away or running out of money. Rachel Ramjattan, a national fundraiser with decades of experience fundraising, understands how you feel. In *No More Duct Tape Fundraising* Rachel walks you through the eight-step process she uses to raise money efficiently and build a fundraising team. You'll learn how to: Create a fundraising plan to manage fundraising Inspire people to give Upgrade existing donors Generate predictable revenue to sustain your programs Get your board (and staff) on board with fundraising Consistent with books like *How to Write Fundraising Materials That Raise More Money* and *Nonprofit Fundraising 101*, *No More Duct Tape Fundraising* shows you how you can raise \$10,000 FAST, without raising expenses.

Are you searching for the next big idea in fundraising to help your organization soar? It's actually right under your nose in your database. **Major Donors**. Right here, right now, you have the donors who have the capacity to give five, six, and yes, seven figure gifts. This book tells you how to find them, and what to do once you have them. Richard Perry and Jeff Schreifels tell you everything you need to do to take your organization to a new level of performance in major gifts. This book is packed with easy to implement ideas and strategies to create, build, and manage a robust major gift program. You won't put this book down. You'll be entertained and helped. You will learn how to create a culture that puts relationships with donors above everything else. You will be left inspired to succeed; because, ultimately, it's NOT just about the money.

No More Duct Tape Fundraising

Face Value

The Fundraiser's Guide to Irresistible Communications

Motivating Donors to Give, Give Happily, and Keep on Giving

The Money-Raising Nonprofit Brand

Successful Fundraising for the One-Person Shop

Prospect Research Fundamentals

"A prominent high-society matron--who happens to be a fierce supporter of the President and founding member of the POTUSSIES--has gone missing at a swank gala. When the wealthy dowager Kiki Pew Fitzsimmons is later found dead in a concrete grave, panic and chaos erupt. The President immediately declares that Kiki Pew was the victim of rampaging immigrant hordes. This, as it turns out, is far from the truth. Meanwhile, a bizarre discovery in the middle of the road brings the First Lady's motorcade to a grinding halt (followed by some grinding between the First Lady and a lovestruck Secret Service agent). Enter Angie Armstrong, wildlife wrangler extraordinaire, who arrives at her own conclusions after she is summoned to the posh island to deal with a mysterious and impolite influx of huge, hungry pythons"--

The most important word in all of fundraising has just four letters: CARE. Not give, not help, not work. CARE is the emotional, rational superglue that attracts donors and keeps them close. John Haydon's legacy with this book is telling nonprofits that they must care about the donors they have and have had in the past. He explains how to care for donors with simplicity as well as urgency. Anyone who likes your organization enough to give to it, to help, to work for you - they care most about your cause. Care back or you will lose them.

Originally published by Stevenson, Inc., this practical resource provides nonprofit organizations with information to help improve prospect research efforts and maximize results. It features proven and new methods and research strategies to uncover major gifts to make fundraising more successful. Important topics include: Prospect management systems Key research strategies Predictive models Prospect screening Essential research resources Prospect research Prospect databases Ask amounts Effective peer screening Mining and prioritizing prospects Building mailing lists Prospect identification Tracking prospects Managing data Trends in research and technology Please note that some content featured in the original version of this title has been removed in this published version due to permissions issues.

NATIONAL BESTSELLER A charmingly relatable and wise memoir-in-essays by acclaimed writer and bookseller Mary Laura Philpott, "the modern day reincarnation of...Nora Ephron, Erma Bombeck, Jean Kerr, and Laurie Colwin—all rolled into one" (*The Washington Post*), about what happened after she checked off all the boxes on a successful life's to-do list and realized she might need to reinvent the list—and herself. Mary Laura Philpott thought she'd cracked the code: Always be right, and you'll always be happy. But once she'd completed her life's to-do list (job, spouse, house, babies—check!), she found that instead of feeling content and successful, she felt anxious. Lost. Stuck in a daily grind of overflowing calendars, grueling small talk, and sprawling traffic. She'd done everything "right" but still felt all wrong. What's the worse failure, she wondered: smiling and staying the course, or blowing it all up and running away? And are those the only options? Taking on the conflicting pressures of modern adulthood, Philpott provides a "frank and funny look at what happens when, in the midst of a tidy life, there occur impossible-to-ignore tugs toward creativity, meaning, and the possibility of something more" (*Southern Living*). She offers up her own stories to show that identity crises don't happen just once or only at midlife and reassures us that small, recurring personal re-inventions are both normal and necessary. Most of all, in this "warm embrace of a life lived imperfectly" (*Esquire*), Philpott shows that when you stop feeling satisfied with your life, you don't have to burn it all down. You can call upon your many selves to figure out who you are, who you're not, and where you belong. Who among us isn't trying to do that? "Be forewarned that you'll laugh out loud and cry, probably in the same essay. Philpott has a wonderful way of finding

humor, even in darker moments. This is a book you ' ll want to buy for yourself and every other woman you know " (Real Simple).

A Practical Guide to Telling Stories that Raise Money and Awareness

I Miss You When I Blink

Confronting Race, Class and the Assumptions of Lesbian, Gay, Bisexual, and Transgender Politics

Fodor's Essential Hawaii

Real-world, Field-tested Strategies for Raising More Money

Building Donor Loyalty

A Practical Guide to Raising Funds

*Don't miss the hot new romantic comedy follow-up to the smash hit The Negotiator... Hot, filthy rich, and usually irresistible, Hudson Carlyle just met the one woman in Harbor City who's immune to his legendary charm. Nerdy ant researcher Felicia Hartigan is the unsexiest dresser ever. She trips over air. And she's in love with totally the wrong man. Hudson can't stop thinking about her. His regular moves won't work here. He's going to need a new plan, starting with helping her win over the man she thinks she wants. And if in the process she ends up falling for Hudson instead? Even better. Step one, charm her panties off. Step two, repeat step one as frequently as possible. But what if the famous Carlyle charm finally fails him when he needs it most? Or worse, what if she figures out the one secret he's kept from everyone, including his family, and walks away for good? Each book in the Harbor City series is STANDALONE * The Negotiator * The Charmer * The Schemer*

Too often, the desire to accomplish ministry is squashed under the fear and perceived burden of raising the necessary funds. Break through that perception into a reality where you reach out and effectively develop relationships that quickly allow you to reach your personal or organizational funding and prayer support goals. With this new and expanded version of People Raising as your guide, it is possible! Veteran ministry leader, William Dillon, takes you through the basics of developing a philosophy and correct attitude toward fundraising, right through the necessary practical skills and techniques to do it confidently. This tried and proven manual has been updated to include new sections on social media, coaching, mastering six critical support raising skills, and confronting the "Fear Factor". It's a highly practical guide that provides the well-honed tools you need to finance the ministry to which God has called you. So if you are looking for a strategic action plan that will reduce the time involved to raise funds and will leave you feeling hopeful and confident, People Raising is for you!

The Little Book of Gold is dedicated to helping small (and very small) non-profits unlock their fundraising potential. Avoid common pitfalls and get tips on proven methods that work. This short guide helps new Executive Directors, active board chairs, and other key staff in charge of fundraising to learn the basics of professional and sustainable fundraising. Geared specifically for non-profits with small and very small budgets (a few hundred thousand dollars a year down to the smallest budgets). Revised and expanded. "It was a perfect primer for me as I prepare for a new role in my agency." -- Anne Maack, Child Start, Wichita, Kansas "A valuable contribution to our colleagues in the nonprofit world--especially those of us in smaller organizations that do not have dedicated fund development staff."-- Jose Martinez, Executive Director, Food Bank of Yolo County, Yolo County, California

*How do smart nonprofit solo-fundraisers find their focus, lose the overwhelm, create a strategy, and -- most importantly -- fund the mission? Simple Development Systems to the rescue! Lose the "fits-and-starts" fundraising model so prevalent in our sector and get on a plan. Discover how to create the donor-focused fundraising systems that move your organization forward -- in any economy! Covering: *Nonprofit Storytelling *Foundation Grants *Fundraising Planning *Multichannel Fundraising Appeals *Donor Newsletters *Nonprofit Annual Reports *Selecting Your CRM, and more Written by an in-the-trenches fundraiser with nearly two decades of experience, Pamela Grow knows what it's like to face limited resources and overwhelming need. She guides you surely and safely through Bright Shiny Object Syndrome on to a roadmap of what really works. You'll learn how to systematize your fundraising and grow your individual donor base exponentially. Loaded with tools, templates, and even recorded webinars, Simple Development Systems will get you off the fundraising hamster wheel once and for all - GROWing your sustainable funding. Guaranteed. The essential guide for fundraising executive directors, new development directors, and board members who want to know the real secrets to fundraising success. About the Author Pamela Grow is the founder of Basics & More Fundraising online training, offering the time and budget-strapped nonprofit professional classes in the systems that build their fundraising. Pamela was named one of the 50 Most Influential Fundraisers by UK's Civil Society magazine, and in 2016 she was named one of the Top 25 Fundraising Experts by the Michael Chatman Giving Show. She's been featured by the Chronicle of Philanthropy, the Foundation Center and Small Shop Savior, a weekly column of NonprofitPRO Magazine. Her weekly newsletter, The Grow Report, reaches over 40,000 nonprofit professionals. Pamela can help you take your donors from first-time gift...to lifetime!*

Baking Cakes in Kigali

Second Edition: How to Build Authentic Donor Relationships

How to Write Fundraising Materials that Raise More Money

Proven Methods to Help Charities Realize More Major Gifts

The Nonprofit Leader's Guide to Becoming an Inspirational Fundraiser

It's Not Just About the Money

The Charmer (A Hot Romantic Comedy)

"A new edition with a final chapter written forty years after the explosion."

THE INSTANT NEW YORK TIMES BESTSELLER One Christmas wish, two brothers, and a lifetime of hope are on the line for hapless Maelyn Jones in In a Holiday, the quintessential holiday romantic novel by Christina Lauren, the New York Times bestselling author of The Unhoneymooners. It's the most wonderful time of the year...but not for Maelyn Jones. She's living with her parents, hates her going-nowhere job, and has just made a romantic error of epic proportions. But perhaps worst of all, this is the last Christmas Mae will be at her favorite place in the world—the

*snowy Utah cabin where she and her family have spent every holiday since she was born, along with two other beloved families. Mentally melting down as she drives away from the cabin for the final time, Mae throws out what she thinks is a simple plea to the universe: Please. Show me what will make me happy. The next thing she knows, tires screech and metal collides, everything goes black. But when Mae gasps awake...she's on an airplane bound for Utah, where she begins the same holiday all over again. With one hilarious disaster after another sending her back to the plane, Mae must figure out how to break free of the strange time loop—and finally get her true love under the mistletoe. Jam-packed with yuletide cheer, an unforgettable cast of characters, and Christina Lauren's trademark "downright hilarious" (Helen Hoang, author of *The Bride Test*) hijinks, this swoon-worthy romantic read will make you believe in the power of wishes and the magic of the holidays.*

Argues that advocates for LGBT rights should pursue a broader agenda to gain more meaningful and substantive changes for a greater number of people.

*Simple cookie recipes to treasure The age-old delight of homemade cookies just got easier. With *The Ultimate Cake Mix Cookie Book*, you'll find that the secret to some of the tastiest, easiest, and most irresistible cookies imaginable begins with a convenient box of cake mix. With a few extra ingredients, turns of a spoon, and whirs of a mixer, a simple box of cake mix can transform anyone into a prize cookie baker. This mouthwatering collection features more than 375 drop, filled, and bar cookie options; all-American favorites along with classic European treats; and recipes perfect for baking novices, including: •Triple-chocolate gooey bars •Banana monkey bars •Strawberry cream cheese thumbprints •Pistachio-cherry biscotti •Carmel chocolate chip cookies •And much more... Praise for *The Ultimate Shortcut Cookie Book*: "Always a winner, Camilla Saulsbury scores again ... Her creativity turns convenience food products into treats that are so delectable no one would know they weren't baked from scratch." James McNair, cookbook author and head judge of Sutter Home Winery's Build a Better Burger annual recipe contest "Camilla is no stranger to the kitchen, and in her own easy breezy style, these recipes will inspire the shyest of bakers to try their hand." Daisy Martinez, Food Network star of *Viva Daisy!* and author of *Daisy Cooks**

How to Turn Your Words Into Money

The Little Book of Gold

Hiroshima

P.S. I Love You More Than Tuna

Fearless Church Fundraising

Essays

From Facebook to Twitter, How Today's Smartest Businesses Grow Themselves

There are eight main reasons why donors stop supporting organizations. Do you know them? You will after reading *Retention Fundraising: The New Art and Science of Keeping Your Donors for Life*. For three years, pioneering fundraiser Roger Craver immersed himself in a study of nonprofits in the U.S. and the U.K. His singular aim was to uncover why donors quit an organization and what can be done to make them stay. Some quick figures show why Craver's book on donor retention is timely: -If yours is a typical organization, you have a 60 to 70 percent chance of obtaining an additional gift from an existing donor. -You have a 20 to 40 percent chance of obtaining an additional gift from a recently lapsed donor. -But you have less than a 2 percent chance of obtaining a gift from a prospect. That bears repeating: The average organization has less than a 2 percent chance of securing a gift from a prospect. So one thing is glaringly obvious. The bulk of an organization's fundraising expenditures should be aimed at strengthening relationships with existing donors, not in acquiring new givers (though there's still a role for that, of course). Through painstaking research, Craver has singled out the exact ways an organization can deepen donor commitment. There are, he learned, seven key "drivers" that matter most to donors. These "drivers" - ranging from meaningful appreciation to opportunities for authentic involvement - have a direct cause-and-effect relationship. Move your donors from low to high commitment, and their giving will increase dramatically. Best of all, responding to what your donors want isn't costly, as Craver shows in real-life examples. There's gold in your current donors waiting to be mined. And in *Retention Fundraising*, Roger Craver has drawn a detailed map to those riches.

"All the sun and magic of Africa are baked into Gaile Parkin's debut novel. . . . We peek into a warm and practical community as colorful as [the heroine's] dazzling confections."—The Christian Science Monitor This soaring novel introduces us to Angel Tugaraza: mother, cake baker, pillar of her community, keeper of secrets big and small. Angel's kitchen is an oasis in the heart of Rwanda, where visitors stop to order cakes but end up sharing their stories, transforming their lives, leaving with new hope. In this vibrant, powerful setting, unexpected things are beginning to happen: A most unusual wedding is planned, a heartbreaking mystery involving Angel's own family unravels, and extraordinary connections are made—as a chain of events unfolds that will change Angel's life and the lives of those around her in the most astonishing ways. BONUS: This edition contains a *Baking Cakes in Kigali* discussion guide. Praise for *Baking Cakes in Kigali* "Everyone needs a neighbor like Angel Tugaraza . . . whose warmth and coolheaded cleverness might remind some readers of Precious Ramotswe from the No. 1 Ladies' Detective Agency series."—Entertainment Weekly "Remarkable . . . a powerful, thought-provoking work . . . filled with heartbreak but also with hope."—Fort Worth Star-Telegram "Sweet and satisfying . . . gently draws readers into the daily rhythms of African life . . . Compassion and wisdom light up each page."—Ventura County Star "Will leave you feeling well satisfied."—O: The Oprah Magazine (South Africa)

It ranks right up there with public speaking. Nearly all of us fear it. And yet it is critical to our success. Asking for money. It makes even the stout-hearted quiver. But now comes a book, *Asking: A 59-Minute Guide to Everything Board Members, Staff and Volunteers Must Know to Secure the Gift*. And short of a medical elixir, it's the next best thing for emboldening you, your board members and volunteers to ask with skill, finesse . . . and powerful results. Jerold Panas, who as a staff person, board member and volunteer has secured gifts ranging from \$50 to \$50 million, understands the art of asking perhaps better than anyone in America. He knows what makes donors tick, he's intimately familiar with the anxieties of board members, and he fully understands the frustrations and demands of staff. He has harnessed all of this knowledge and experience and produced a landmark book. What *Asking* convincingly shows – and one reason staff will applaud the book and board members will devour it – is that it doesn't take stellar sales skills to be an effective asker. Nearly everyone, regardless of their persuasive ability, can become an effective fundraiser if they follow a few step-by-step guidelines. You have to know your cause, of course, and be committed to it. But, as important, you have to know how to get the appointment, how to present your case, how to read your donor's words, how to handle objections, how to phrase your request, and even what behaviors to avoid.

A critically acclaimed historical novel "that roars" (Kliatt), from the author of the National Book Award-winning novel *Homeless Bird*. Africa is the only home Rachel Sheridan has ever known. But when her missionary parents are struck with influenza, she is left vulnerable to her family's malicious neighbors. Surrounded by greed and lies, Rachel is entangled in a criminal scheme and sent to England, where she's forced into a life of deception. Like the lion, she must be patient and strong, awaiting the moment when she can take control of her own fate—and find her way home again at last. Named one of New York Public Library's One Hundred Titles for Reading and Sharing, this tale of a strong young heroine "in the tradition of Frances Hodgson Burnett" (School Library Journal), by award-winning master of historical fiction Gloria Whelan, is a perfect read for schools and classrooms, as well as for fans of *A Long Walk to Water* by Linda Sue Park.

Awaken the Outlaw

Discover Your Process for Transformation

A Creative Guide to Modern Pet Photography

The Master Fundraiser's Guide to Persuasive Writing

Unladylike

Asking

Donor Care

The book pet lovers have been waiting for: professional advice on pet photography Every pet parent knows how difficult it is to get that calendar-quality photo of a beloved cat or dog. This guide to pet photography is long overdue! Pet lovers will find terrific tips to help them capture their pets' personalities in photos, while professional photographers who want to extend their business opportunities will value advice on the unique challenges of working with animals and creating the portraits their clients want. With pet owners comprising more than 62 percent of Americans, there is an eager amateur market for a book that reveals how to get great photos of those furry family members Zeroes in on pet photography as a growing specialty among professional photographers, and this book offers advice for creating great pet portraits as well as tips on working with animals and their owners Explains how to capture expressions, avoid spooky eyes, edit for better images, work with multiple animals, and much more As the first serious guide to pet photography on the market, Beautiful Beasties has what pet parents and professional photographers need to capture memorable pet photos.

A one-stop source for investing in biotech—with detailed coverage of the science, the business, the players, and the strategies for one of today's most promising (and volatile) industries To invest in biotech is to invest in the future, and as such, investors need to learn the nuances of the science they're putting their money on. The core asset of biotech companies is knowledge, and sound investment decisions are impossible without an understanding of this complex science. That's where The Biotech Investor's Bible fits in. This much-needed, one-of-a-kind resource simplifies the complex science surrounding the business of biotech and clarifies subtle distinctions within the context of their financial repercussions. The book explains the basics of genetics, patents, and therapies; and teaches investors how to value biotech companies and their state-of-the-art products and technology. The Biotech Investor's Bible offers an informative summary of the relatively short history of the industry and provides a comprehensive review of various industry sectors.

Revised and updated! Are you searching for the next big idea in fundraising to help your organization soar? It's actually right under your nose in your database. Major Donors. Right here, right now, you have the donors who have the capacity to give five, six, and yes, seven figure gifts. This book tells you how to find them, and what to do once you have them. Richard Perry and Jeff Schreifels tell you everything you need to do to take your organization to a new level of performance in major gifts. This book is packed with easy to implement ideas and strategies to create, build, and manage a robust major gift program. You won't put this book down. You'll be entertained and helped. You will learn how to create a culture that puts relationships with donors above everything else. You will be left inspired to succeed; because, ultimately, it's NOT just about the money.

Why commercial-style branding doesn't work for nonprofits—and what does Taking its cue from for-profit corporations, the nonprofit world has increasingly turned to commercial-style branding to raise profiles and encourage giving. But it hasn't worked. Written by a longtime industry insider, this book argues that branding strategies borrowed from for-profit companies hasn't just failed, but has actually discouraged giving. But why does branding—a well-developed discipline with a history of commercial success—fail when applied to nonprofits? The Money-Raising Nonprofit Brand + Website argues that commercial-style branding is the wrong tool applied in the wrong way to the wrong industry. Offers a real-world fundraising strategies that work in the nonprofit world Disabuses readers of the dangerous notion that commercial-style marketing works in the fundamentally different nonprofit world Written by an industry insider with 25 years of experience raising funds for many of the most successful nonprofits in the world Nonprofit fundraising is a fundamentally different world—financially, emotionally, and practically—than commercial marketing. Here, the author explains why commercial marketing strategies don't work and provides practical, experience-based alternatives that do.

The Irresistible Influence of First Impressions

Beautiful Beasties

Content Marketing for Nonprofits

The Biotech Investor's Bible

How You Can Inspire Someone to Give Generously

The Art, the Science, the Secrets

A Novel