

Building Donor Loyalty Fundraisers Increasing

Leading the Fundraising Charge addresses the challenges and issues that executives face when leading a non-profit organization that is dependent on philanthropic support.

"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.

Building Donor LoyaltyThe Fundraiser's Guide to Increasing Lifetime ValueJohn Wiley & Sons

Applying the principles of marketing to nonprofit organizations and the fundraising sector is vital for the modern fundraiser who wants to increase profitability and diversify their fundraising efforts in this challenging industry. This comprehensive how-to guide provides a thorough grounding in the principles underpinning professional practices and critically examines the key issues in fundraising policy, planning and implementation. This new edition of Fundraising Management builds on the successful previous editions by including modern perspectives on organizational behaviour, extended coverage of digital fundraising and donor behaviour, including an examination of group influences on behaviour, and a new chapter on the use of social media for supporter engagement and retention. Combining scholarly analysis with practical real life examples, Fundraising Management has been endorsed by the Institute of Fundraising, and is mapped to the Certificate and Diploma in Fundraising, making it the definitive guide to best practice both in the UK and globally. This is a clear, problem-solving guide that no fundraising student or professional should be without.

Keep Your Donors

Donors and Archives

Achieving Excellence in Fundraising

A 59-minute Guide to Everything Board Members, Volunteers, and Staff Must Know to Secure the Gift

Nonprofit Fundraising 101

A Reference Handbook

A Guidebook for Successful Programs

Donors and Archives: A Guidebook for Successful Programs highlights the importance of development and fundraising for archives, while focusing on the donor and potential donor. Their interest, their support, their enthusiasm, and their stuff are vital to the success of archival programs.

Written by fundraising experts Tom Ahern and Simone Joyaux, Keep Your Donors is a new, winning guide to making disappointing donor retention rates a thing of the past. This practical and provocative book will show you how to master the strategies and tactics that make fundraising communications profitable. Filled with case studies and based in part on the CFRE and AFP job analyses, Keep Your Donors is your definitive guide to getting new donors—and keeping them—for many years to come.

The completely revised and expanded edition of a fundraising classic Strategic Fund Development became an instant classic the day the first edition was released. Now in this expanded third edition, it has been revised cover-to-cover with relevant new information and useful new tools and resources. The book addresses the needs for fundraisers of every level of expertise. Experienced development officers find this an invaluable reference tool for educating their colleagues and boards. New fundraisers get firm grounding in best practice and what it really takes to do this work. Executive directors learn how fundraising fits into the organization and what it takes to make fundraising productive. Contains in-depth analysis about what makes organizations effective, including things like leadership, organizational culture, decision-making processes, systems thinking, and well-managed change Offers comprehensive strategic planning insights, with detailed steps, sample research tools, retreat agendas, and complete plans Includes the same tools and resources for fundraising planning This updated classic provides essential insights, with an extra bonus: purchasers get exclusive access to a website of tools and resources.

This is the first truly comprehensive guide to fundraising management, uniquely blending current academic knowledge with the best of professional practice. Much more than a how-to guide, it provides a detailed overview of modern fundraising planning and practice, and analyzes critical issues as well presenting practical tools for campaign planning. Campaigns discussed include high-profile examples from companies as diverse as RSPCA, Greenpeace, Barnados and the American Cancer Society, which illustrate the theories and bring the topic to life. A truly groundbreaking analysis, this text works through the planning stages of fundraising to give readers a rounded understanding of the topic, and is essential reading for students of fundraising and non-profit professionals alike.

The Ultimate Guide to Raising More Money

The Guide to Better Communications & Stronger Relationships

Your Guide to Successful Direct Mail Fundraising

Analysis, Planning and Practice

What Good Causes Need to Know to Survive and Thrive

How to Hold on to Your Donors and Raise Much More Money

Leading the Fundraising Charge

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.

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.

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.

Hank Rosso's Achieving Excellence in Fund Raising, 3rd Edition, explains the fund raising profession's major principles, concepts and techniques. A host of respected authors demonstrate why fund raising is a strategic management discipline, and elucidate each step in the fund raising cycle: assessing human and societal needs, setting goals, selecting gift markets and fund raising techniques, and encouraging renewals. This book provides a conceptual foundation for the fund raising profession, thoroughly examining its principles, strategies and methods. Using practical examples, the authors explain the reasoning behind the planning and selection of strategies for all fund raising activities. Edited by Gene Tempel, Executive Director of Indiana University's Center on Philanthropy, this third edition of the Rosso's fund raising classic both retains the original philosophical principles of the first edition and offers new insights on recent fund raising developments. Each chapter has been updated, and Tempel has added new sections on technology and fund raising, the internet, women as donors, stewardship, and fund raising as a profession. Authors include such fund raising luminaries as Tim Seiler, Dwight Burlingame, Lilya Wagner, Mal Warwick, Kay Sprinkel Grace and Kim Klein.

Engagement Fundraising

Donor Retention

Joint Ethics Regulation (JER)

Fundraising for Social Change

Fundraising Basics: A Complete Guide

The Entrepreneurial Librarian

Fundraising

Praise for Reliable Fundraising in Unreliable Times "Kim Klein has been a guru to social justice fundraisers for many years. She shows us by her efforts, and not just by her words, that it is possible to raise the money you need, no matter how marginal you feel or are considered in the larger society." —Rinku Sen, executive director, Applied Research Center, New York, New York; author, Stir It Up and The Accidental American "With wisdom gleaned from over 30 years of experience, Kim Klein delivers her can-do message with wit, grace, and unabashed optimism—even in times like these. She taught us at AVP that there is still plenty of money out there. It's just unevenly distributed. Her consistent message: people give because we ask. Poking fun at money taboos, assuring us that fundraising is not that hard, Kim reminds us that the system is held in place by money: if we don't learn about it, we can't change it!" —Penny Rosenwasser,

National Board, Jewish Voice for Peace, Oakland, California "This book is an extraordinary combination of philosophy and how to, all aimed at helping nonprofits build a movement for social justice. Kim distills three decades of fundraising and organizing experience into a book that will be helpful for novices and veteran alike." —Lana Evoy, director, Institute for Community Development, Concordia University, Montreal, Quebec

Leaders of nonprofit organizations deliver programs and services vital to the quality of life in the United States. All the activities of our religious communities, the vast majority of the arts and culture, human services, and community development pursuits; as well as education and environmental advocacies take root and deliver their services within the nonprofit sector. Welcome to the world of leadership in nonprofit organizations. This sector offers an opportunity to serve as well to lead. Leaders in Nonprofit Organizations: A Reference Handbook engages voices on issues and leadership topics important to those seeking to understand more about this dynamic sector of society. A major focus of this two-volume reference work is on the specific roles and skills required of the nonprofit leader in voluntary organizations. Key Features Presents contributions from a wide range of authors who reflect the variety, vibrancy, and creativity of the sector itself Provides an overview of the history of nonprofit organizations in our country Describes a robust and diverse assortment of organizations and opportunities for leadership Explores the nature of leadership and its complexity as exemplified in the nonprofit sector Includes topics such as personalities of nonprofit leaders; vision and starting a nonprofit organization; nonprofit law, statutes, taxation, and regulations; strategic management; financial management;

collaboration; public relations for promoting a nonprofit organization; and human resource policies and procedures Nonprofit organizations are a large, independent, diverse, and dynamic part of our society. This landmark Handbook tackles issues relevant to leadership in the nonprofit realm, making it a welcome addition to any academic or public library. 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.

The Art, the Science, the Secrets

How Monthly Giving Will Build Donor Loyalty, Boost Your Organization's Income, and Increase Financial Stability

Building Profitable Relationships That Last

Donor-centered Fundraising

A Practical Guide to Giving Joyfully

The Role of the Nonprofit Executive

Strategic Fund Development

An authoritative guide to boosting your nonprofit's bottom line through effective telephone fundraising Presenting a detailed structure for writing effective telephone call "scripts", Effective Telephone Fundraising explains the necessary and effective components of an effective call from beginning to end, and provides helpful hints, detailed examples, phrases to employ, phraseology to avoid, and a "road map/chart" for structuring effective call scripts. This how-to manual examines in detail the various stages of an effective telephone call from identifying the prospect and introducing yourself; getting through screens and talking to the decision maker; developing rapport and a creating two-way conversation; explaining the purpose of your call; making a proposal to the prospect;the process of negotiation and effective closing strategies; results of the negotiation;and ending the call. Examines in detail a systematic way of dealing with objections Deflection/decision deferral strategies, along with psychological motivators for giving over the telephone Reveals how to assess the giving potential of prospects Includes sample scripts or call outlines Effective lines that could immediately be incorporated into existing telephone fundraising strategies to improve results A complete, start-to-finish guide for successful telephone fundraising, Effective Telephone Fundraising helps you structure effective call scripts for your nonprofit's best advantage.

This updated edition of Mal Warwick's landmark book Revolution in the Mailbox has been thoroughly revised to provide your nonprofit organization with the most current and comprehensive survey of direct mail fundraising available anywhere. If you follow Warwick's practical, down-to-earth advice, direct mail will help your organization grow, gain visibility, involve your donors, increase its efficiency, and achieve financial stability. Written in an easy, conversational style, this latest edition is filled with real-world examples and illustrations showing how you can realize the full potential of direct mail by putting it to work as a strategic tool.

THE TIME HAS COME This book is for you if you know your job is getting harder because donor expectations have changed, the old orthodoxies and conventions don't work anymore, and competition for the charitable dollar is growing. Engagement Fundraising was developed from the perspective of a donor who discovered firsthand that the impersonal, spray-and-pray approaches of his beloved charity were not only offensive but also wasteful and ineffective. With Engagement Fundraising, you can be the fundraiser you want to be, helping wealthy and legacy-minded individuals find meaning in their lives through giving. The key is in leveraging smart strategies and powerful technologies to engage your supporters with highly relevant, captivating, respectful communications. Try Engagement Fundraising and the results will speak for themselves.

The old image of an entrepreneur as a scrappy, independent risk-taker has been replaced by the reality of individuals incorporating innovative ideas in more traditional settings. This collection of essays illustrates how librarians are infusing entrepreneurial principles in a variety of arenas, including public, private, academic, and special libraries. It chronicles how entrepreneurial librarians are flourishing in the digital age, advocating social change, responding to patron demands, designing new services, and developing exciting fundraising programs. Applying new business models to traditional services, they eagerly embrace entrepreneurship in response to patrons' demands, funding declines, changing resource formats, and other challenges. By documenting the current state of entrepreneurship in libraries, this volume upends the public image of librarians as ill-suited to risky or creative ventures and places them instead on the cutting edge of innovations in the field.

A Practical Guide to Telling Stories that Raise Money and Awareness

Tiny Essentials of Donor Loyalty

Fundraising Basics

Unlocking the Secrets of Keeping Your Donors for Life

Relationship Fundraising

Leadership in Nonprofit Organizations

Cause Selling the Sanford Way

The complete guide to fundraising planning, tools, methods, and more Fundraising Principles and Practice provides a unique resource for students and professionals seeking to deepen their understanding of fundraising in the current nonprofit environment. Based on emerging research drawn from economics, psychology, social psychology, and sociology, this book provides comprehensive analysis of the nonprofit sector. The discussion delves into donor behavior, decision making, social influences, and models, then uses that context to describe today's fundraising methods, tools, and practices. A robust planning framework helps you set objectives, formulate strategies, create a budget, schedule, and monitor activities, with in-depth guidance toward assessing and fine-tuning your approach. Coverage includes online fundraising, major gifts, planned giving, direct response, grants, corporate fundraising, and donor retention, with an integrated pedagogical approach that facilitates active learning. Case studies and examples illustrate the theory and principles presented, and the companion website offers additional opportunity to deepen your learning and assess your knowledge. Fundraising has become a career specialty, and those who are successful at it are among the most in-demand in the nonprofit world. Great fundraisers make an organization's mission possible, and this book covers the essential information you need to help your organization succeed. Adopt an organized approach to fundraising planning Learn the common behaviors and motivations of donors Master the tools and practices of nonprofit fundraising Manage volunteers, monitor progress, evaluate events, and more Fundraising is the nonprofit's powerhouse. It's the critical component that supports and maintains all activities, and forms the foundation of the organization itself. Study management, clear organization, effective methods, and the most up-to-date tools relevant to the role, and familiarity with donor psychology is essential for using these tools to their utmost capability. Fundraising Principles and Practice provides a comprehensive guide to all aspects of the field, with in-depth coverage of today's most effective approaches.

Internationally acclaimed fundraising consultant Ken Burnett hascompletely revised and updated his classic book RelationshipFundraising to offer fundraising professionals an invaluableresource for learning the techniques of effective communicationwith donors in the twenty-first century. Filled with illustrativecase histories, donor profiles, and more than two hundred actionpoints, this groundbreaking book shows fundraisers how to Implement creative approaches to relationship-buildingfundraising Avoid common fundraising errors and pitfalls Apply the vital ingredients for fundraising success Build good relationships through marketing Achieve a greater understanding of their donors Communicate effectively with donors—using direct mail, tpepress, television, the telephone, face-to-face contact, andmore. Prepare for the challenges of twenty-first

cause Selling is the key to forming long-term relationships that ensure the future of your nonprofit. The Sanford Institute of Philanthropy's Cause Selling Cycle explores the eight steps that successful fundraisers must take to achieve and surpass their goals. Based on proven for-profit business principles, these steps have been uniquely formulated to combine the best of the business world with the heart of nonprofit fundraising.

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

For A Good Cause

Fundraising Principles and Practice

A Complete Guide

A Guide for Nonprofit Boards and Fundraisers (AFP Fund Development Series)

Revolution in the Mailbox

Nonprofit Fundraising Strategy

Fundraising Management

"Working from research conducted over six years with hundreds of charities and donors, 'Donor-Centered Fundraising' paints a candid picture of why donors stop giving to charities they once supported, and what it will take to preserve their loyalty in the future. In clear language and backed by statistical evidence, Penelope Burk explores the pitfalls of our traditional approaches to donor communication and recognition and articulates what donors want but seldom get from the charities they support. The book features straightforward and accessible calculations that show how much money charities are failing to raise, and offers a step-by-step procedure for testing a donor-centered alternative and gaining its acceptance in any organization."-From publisher description.

A popular fundraising blueprint for small- to mid-sized nonprofit organizations In the newly revised Eighth Edition of Fundraising for Social Change, two nonprofit leadership veterans deliver a hands-on, how-to guide to establishing and expanding a diverse base of donors. The authors maintain a focus on groups working toward racial, economic, and climate justice, providing trustworthy and relevant information that can be easily understood. The book includes a free Instructor's Manual, as well as access to supplementary online content with additional resources. Readers will also find: "Spotlight" sections highlighting the reflections and wisdom of a varied group of fundraisers Insightful explorations about managing fundraising, including establishing a fundraising infrastructure, hiring a development director, and using consultants and coaches Discussions of budgeting and planning, as well as how to handle significant financial trouble An indispensable resource for nonprofit board members, managers, founders, and employees, Fundraising for Social Change is a must-read roadmap to raising money. It belongs on the bookshelves of leaders, activists and organizers seeking to advance racial, economic, environmental or social justice.

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.

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.

The Sleeping Giant

Reliable Fundraising in Unreliable Times

Asking Styles

A Donor-Based Approach to the Business of Raising Money

Essays on the Infusion of Private-Business Dynamism into Professional Service

Asking

Hidden Gold

Practical tools and techniques to incorporate ethical standards and practices in nonprofit fundraising Nonprofit Fundraising Strategy is a helpful and inspiring resource for nonprofits large and small, young and mature, local and international. The insightful guidance and case studies found within these pages will help you understand how to address specific ethical issues within your nonprofit and leave plenty of food for thought and discussion. Adds new materials on new business practice codes, the Ethics Assessment Inventory, coverage of new ethics standards Now includes an ethics assessment tool on the Ethical Fundraising, Second Edition companion website Considers essential topics including: appearance of impropriety, rights of donors, tainted money, using donations as intended, choosing a leadership role, ethical decision-making, restoring public confidence in the nonprofit sector, and the ethics of grant making and grant seeking Writing by luminaries in the field of ethics in fundraising Explores a topic that all professional fundraisers must engage with in order to build trust and confidence of the giving public Offers an invaluable collection of essays based on the rich experience of philanthropic leaders Presents wise reflections on the central role of ethics in fundraising Featuring contributions from a host of well-known and respected senior-level fundraising professionals, several of whom are members of the AFP Ethics Committee. Nonprofit Fundraising Strategy features a wealth of practical tools to help fundraising practitioners, board members, and governing boards implement these essential concepts into their own organizations.

The second edition of this best-selling book provides new and updated information that every beginning fundraiser or board member needs. Case studies and real-life examples provide practical guidance and an overview of the field while giving board members and development staff, managers, and directors a platform from which to operate their fundraising programs. This primer remains a must-have for anyone entering the fundraising or studying for the CFRE exam.

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.

In just 73 pages this little book tells you all you need to know about donor loyalty. All fundraisers want loyal donors and lots of them. But why? What benefits do really loyal donors bring? How do we find them, develop them and what will it cost? What are the pitfalls and how do we avoid those? How do we make the most of all opportunities, so that our donors stay supporting us for longer and get more out of it? These

and many other questions all crowd together when fundraisers seek to address what professor Adrian Sargeant describes as, 'the single biggest challenge facing our sector today' - building donor loyalty. Luckily leading expert professor Sargeant has crammed into this tiny book all of the key essentials that fundraisers should consider if they would aspire to developing really loyal donors.

How to Write Fundraising Materials that Raise More Money

The Storytelling Non-Profit

Monthly Giving

A Guide to Relationship-Driven Fundraising

Donor Focused Strategies for Annual Giving

How to Raise More Money for Less in the 21st Century

Harness Your Personal Fundraising Power

"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 nonprofit's 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"-**

Fun and new innovative Bible bindings for kids ages 8 and up. New! Innovative! Fun! Perfect for kids on the go, the Sil-Flex Bible, NIV contains the full text of the bestselling New International Version with a cool new squishy binding and portable compact size. Ideal for home, school, or church use, the Sil-Flex Bible, NIV is small enough to fit into almost any backpack or bag. Features include: Fun, new "squishy" binding with two removable enclosure tabs that can be applied to other areas of the cover for added fun Complete text of the New International Version (NIV) translation of the Bible Words of Christ in red Ribbon marker

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.

"For many volunteers, fundraising is a necessary evil, a dirty F-word that compels them to have uncomfortable conversations with their families and friends . . ." Through her work with countless female philanthropists, Diane Lebson discovered that there was no definitive guide volunteers and activists could turn to for guidance in navigating the day-to-day activities associated with doing good in the world—so she wrote one. Leveraging the skills and experiences she cultivated over more than twenty-five years as a nonprofit executive, board member, and consultant, For A Good Cause offers practical tips on how to "do" philanthropy. In chapters divided up by specific activities—such as serving on a board, advocating for a cause, starting your own philanthropic venture, becoming a fearless fundraiser, and more—Diane offers practical advice on how to professionalize your philanthropic engagement and make a greater impact. Rounded out with information about best practices, checklists, and profiles of inspiring leaders, For A Good Cause is the do-gooder's go-to resource for giving joyfully.

The Fundraiser's Guide to Increasing Lifetime Value

Effective Telephone Fundraising

Building Donor Loyalty

Ethical Fundraising

A Guide to Ethical Decision Making and Regulation for Nonprofit Organizations

Kihlstedt identifies four Asking Styles that she calls Rainmakers, Go-Getters, Mission Controllers, and Kindred Spirits, then matches the person's Asking Style to the optimal approach for asking for a philanthropic gift.