

## Where To Download Conducting A Successful Annual Giving Program

# Conducting A Successful Annual Giving Program

In this sequel to the highly respected and practical 1993 book on fund raising, Worth and his group of authoritative contributors cover areas that did not even exist in this field in 1993, including the concepts of "principal gifts" and "benchmarking." They adapt strategies from Worth's earlier book and introduce many new ones to meet current challenges and take advantage of new opportunities.

Comprising 31 chapters divided into ten logical parts, the authors provide a complete picture of this field, which is so important to leaders in higher education. Beginning with a

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strong base of knowledge, the authors then discuss topics ranging from raising funds from individuals; creating the campaign (accounting, long-range planning, leadership, the mission, kickoff); corporate and foundation support; traditions of giving; managing and supporting development programs; ethical concerns; and trends for the future.

Michael Worth gives a great deal of attention to the environment in which those responsible for advancement in higher education have to work today. The book addresses new areas in the field that didn't exist when Worth wrote his first edition of this book in 1993. For example, the use of financial instruments in the planning of gift giving are more sophisticated, and business techniques have been tapped to improve management of programs and measurement of

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success. Part II of the book describes the underlying foundations of educational fund raising in three chapters, each written by an expert contributor. This section of the book describes the base of knowledge in the field (theory and research) and discusses the institutional plan and its relationship to the goals and objectives of the institution. Part V, covers corporate and foundation support, which is based on reasoned strategies and business plans and goals rather than on altruism and emotion, which can often be the foundation for individual giving. The book also includes a glossary and a selective bibliography.

"Conducting a Successful Capital Campaign" has been the definitive resource on capital campaigns for a decade. Now comes the new edition of this highly acclaimed guide--in

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expanded handbook format. Like the first edition, this one-of-a-kind resource presents an authoritative, systematic guide to every aspect of a capital campaign.

40 proven strategies for raising big money with businesses  
There's a reason why nonprofits are getting smaller checks from corporate giving programs. Companies are abandoning or slashing giving budgets and instead focusing on win-win pacts that drive sales and change the world. Nonprofits need guidance and practical know-how in this new age of mutually beneficial nonprofit and business partnerships. Presenting forty practical fundraising strategies to help small to medium-sized nonprofits raise more money from businesses,  
Fundraising with Businesses breathes new life into nonprofit / for-profit relationships to begin a new era of doing good

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and well. Presents new and improved fundraising strategies for raising money from businesses—from in-store register promotions and shopping fundraisers to online workplace giving solutions and digital campaigns involving popular social networking sites. Written by an experienced fundraiser and renowned blogger and speaker on business giving. Features case examples of successful nonprofit/corporate partnerships that will be regularly updated via a link with the online pin board Pinterest. The fundraising potential of working with businesses is greater than ever. Read *Fundraising with Businesses* and discover the tools to turn existing and new business relationships into successful—and lucrative—partnerships.

This book provides a friendly, lively discussion of the role of

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academic library fund-raising written by two experienced library fund-raisers. Short, stand-alone chapters with summary paragraphs Practical, personal success hints throughout Proven fundraising ideas

A Comprehensive Guide and Resource

Everything You Need to Know

A Practical Guide for Fundraising Success

A Complete Handbook for Volunteers and Professionals

A Guide to Annual Giving for Professionals and Volunteers

More Than a Thank You Note

Provides readers with an array of lenses for looking at a social agency from the outside in, and from the

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inside out This highly accessible text takes into account the organizational dynamics that readers are likely to have experienced and provides them with the conceptual tools for reassessing their understanding and considering how to act on their new insights. Renowned scholar Armand Lauffer shows readers how to apply organizational theories to challenges they confront at work, and to uncover other challenges they may not yet be aware of.

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The leading comprehensive guide for Catholic school principals Fully revised and expanded 2nd edition New material on curriculum, instruction, testing, development, fundraising, federal regulations Discusses school management fundamentals: from budgeting to recruitment This new edition of the highly influential text, Catholic School Administration, has been greatly enlarged and improved with new chapters on curriculum improvement, supervision



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of instruction, ways to assess testing—as well as new information on marketing, human resources, and student recruitment. Based on principles drawn from Ignatius to Vatican II, as well as concepts from current educational and social theorists, the book combines the best ideas for leading and decision-making with detailed practical presentations of the managerial tasks that must be mastered to run a parochial school. Case studies and

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surveys provide extra guidance. For readers seeking to make organizational and instructional improvements, this text offers proven techniques for systematic change. It is an outstanding resource for introducing administrators to the challenges of running a Catholic school.

An authoritative, systematic guide to planning and managing a successful capital campaign in any type of nonprofit organization. Dove draws on

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his extensive experience as a fund raising manager and consultant to offer winning strategies and formulas for streamlining the fund raising process and maximizing results. He offers practical, how-to advice for handling all phases of capital campaigns?from conducting an initial market analysis and getting board members involved to soliciting donors and ensuring ongoing commitment of key people. He identifies the key principles of a capital

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campaign?small or large, regional or national, and shows how these principles can be applied in any type of nonprofit organization.

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

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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

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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

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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

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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. *A Practical Guide to Conducting a Successful Capital Fund Campaign* *Expanding the Donor Base in Higher Education* *Make Your Donors Feel Like Winners*



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

The Process-Driven Annual Fund: Turn Your Annual Fund Campaign Into A Revenue Machine

Academic Library Fundraising for the Dean or Director

Focusing on an effectiveness-driven approach to management in the human services, Rino J. Patti's The Handbook of Human Services Management, Second Edition explores the latest information on practice

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innovations, theoretical perspectives, and empirical research to provide an essential perspective on what managers do to create and sustain organizations that deliver high quality, effective services to consumers. Offering the most comprehensive coverage of human services management available today, this second edition includes 24 chapters authored by distinguished practitioners and scholars in human services management: 10 that are entirely new and 14 that have been extensively revised. The Handbook is accompanied by an Instructor's Manual. The Fundraising Feasibility Study It's Not About the

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Money "This in-depth and accessible collection of essays by fundraising experts goes a long way in demystifying the capital campaign feasibility study. . . . It is a must read for administrators and trustees of any charitable organization considering embarking on a capital campaign." -John Bloom, Director-Advisory Services RSF Innovations in Social Finance "At last, a book that tells all about a pre-campaign development planning study (aka feasibility study). From the role of the organization and its board to the role of the consultant and development staff, this book documents how readiness is the path to success . . . . If you've

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always wondered how conclusions are drawn, findings explained, and recommendations developed, read this book. It's all here." -James M. Greenfield, ACFRE, FHP, author, Fund Raising: Evaluating and Managing the Fund Development Process and Fundraising Fundamentals and editor, The Nonprofit Handbook: Fund Raising, Third Edition "The Fundraising Feasibility Study provides fundamental information on one of the most important, if little understood, elements of successful fundraising. Written by a cadre of the most experienced and knowledgeable professionals in the field, it offers insights and useful

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information that will be valuable to practitioners and scholars alike." -James P. Gelatt, PHD, Professor, Graduate School of Management & Technology University of Maryland University College

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

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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

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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. The complete resource for fundraisers in any nonprofit organization! Conducting a Successful

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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



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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.

Development for Academic Leaders

An Examination of the Fiscal Data Among Boston Ballet's Online Donors

Advancing Philanthropy

Fundraising Basics: a Complete Guide

The Fundraising Feasibility Study

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## A Comprehensive Fundraising Guide for Nonprofit Organizations

Describes the essential tools for effective fund raising, and provides planning guidelines, sample worksheets, and timetables

DEVELOPMENT FOR ACADEMIC LEADERS In addition to their other duties, academic leaders are expected to network with potential donors and to be productive and enthusiastic fundraisers. More often than not, however, academic leaders are given

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little or no training on how to be savvy fundraisers for their institutions. Development for Academic Leaders is a much-needed resource that offers a concise yet comprehensive guide to fundraising for those who are new to the process. The book clarifies roles, responsibilities, programs, activities, politics, and funding sources as well as offering a review of the overall process. Written by Penelepe C. Hunt, a successful practitioner of and noted expert in academic fundraising, the book includes

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information on attracting and retaining effective development officers and contains suggestions for deans (and other campus leaders) for working effectively with these valued members of their institutions. Hunt introduces novice fundraisers to the cycle of giving (identification, qualification, cultivation, solicitation, and stewardship) and provides information on how and when to take part in the fundraising process. She defines the various types of funding including annual

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gifts, major gifts, planned gifts, and principal gifts and reveals why ascertaining which type of gift will be most appealing to a donor is an important part of planning for a successful solicitation. Development for Academic Leaders also contains suggestions for overcoming reluctance on the part of leaders to ask potential donors for a gift. Hunt explains that donors do not give merely because our programs need and deserve support. They give because of their own desires, passions, and

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aspirations. Development for Academic Leaders also reveals the importance of participating in your institution's overall development communications efforts and offers a general overview of campaign and event principles and how you can use these funding strategies to the advantage of your college. For any academic leader who participates in their program's fundraising efforts, this important resource offers a wealth of information for becoming a creative, skilled, and successful part of the fundraising team.

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Americans donate over 300 billion dollars a year to charity, but the psychological factors that govern whether to give, and how much to give, are still not well understood. Our understanding of charitable giving is based primarily upon the intuitions of fundraisers or correlational data which cannot establish causal relationships. By contrast, the chapters in this book study charity using experimental methods in which the variables of interest are experimentally manipulated. As a result, it becomes

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possible to identify the causal factors that underlie giving, and to design effective intervention programs that can help increase the likelihood and amount that people contribute to a cause. For charitable organizations, this book examines the efficacy of fundraising strategies commonly used by nonprofits and makes concrete recommendations about how to make capital campaigns more efficient and effective. Moreover, a number of novel factors that influence giving are identified and explored, opening the door



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to exciting new avenues in fundraising. For researchers, this book breaks novel theoretical ground in our understanding of how charitable decisions are made. While the chapters focus on applications to charity, the emotional, social, and cognitive mechanisms explored herein all have more general implications for the study of psychology and behavioral economics. This book highlights some of the most intriguing, surprising, and enlightening experimental studies on the topic of donation behavior, opening up

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exciting pathways to cross-cutting the divide between theory and practice. Research reveals gaps in the knowledge on the rank in priority a nonprofit organization should use when coordinating different annual giving solicitation channels, such as direct mail, digital media, and telefunding. There is also a gap in the way members of an organization's solicitation pool can be convinced to make donations online rather than through other channels. Boston Ballet is a nonprofit that needs to determine

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whether or not electronic appeals leading to online donations are the most cost-effective and practical solicitation method to garner increased participation and contributed revenue from individuals. This thesis addresses Boston Ballet's issue of facing a large operational budget cut and their need to evaluate each solicitation method to prepare their donors and prospects to make annual gifts in the most efficient way possible—online. As Senior Manager of Annual Giving for Boston Ballet, I examined material from

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empirical and scholarly research through interviews and surveys, and conducted a data mine with revenue and participation figures from the organization's database. I claim that, in today's Development practices, electronic appeals have to be used in conjunction with direct mail, telefunding, and social media for a successful annual fund campaign in both contributed revenue and participation. This thesis presents qualitative and quantitative statistics on a critical method of fundraising for Boston Ballet

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that can be used by other nonprofit organizations across the nation.

Fundraising for Church Capital Projects  
Dove on Fundraising Set, Set contains:  
Conducting a Successful Fundraising Program;  
Development Services Program;  
Annual Giving Program; Major Gifts and Planned Giving;  
Capital Campaign Practical Advice and Contrarian Wisdom for Nonprofit Leaders  
Conducting a Successful Development Services Program  
Engaging Non-Traditional Donors

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Ethical Fundraising

*FUNDRAISING FUNDAMENTALS "Fundraising Fundamentals is a practical and valuable resource for fundraising professionals, trustees, philanthropists, and nonprofit executives who aspire to raise substantial monies for worthy causes. I have utilized Jim Greenfield's literature in various fundraising courses... my students have benefited from the theory and substance that Jim so clearly conveys along with real-life models that can be applied to their respective organizations." –Stephen M. Levy, CFRE, President of Levy Philanthropic Counsel Former Chair of the Association of Professionals Foundation Board Adjunct*

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*Professor of Philanthropy, Columbia University Proven methods and techniques for running a successful annual giving campaign Learn how to carry out winning annual giving campaigns that will help your nonprofit organization grow and increase its financial resources with Fundraising Fundamentals. Complete with the essential basics of fundraising and comprehensive enough to help experienced fundraisers improve their campaigns, this up-to-date Second Edition features key material on: How to find likely first-time donors Membership organizations and donor clubs Methods of donor renewal, upgrading, and reward Recruiting and training volunteer solicitors Multimedia and*

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*Internet soliciting techniques*

*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 nonprofitor 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*



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*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*

*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,*

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*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*

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*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*

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*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,*

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*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 and 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*

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*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.*

*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*

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*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.*

*Conducting a Successful Annual Giving Program  
Successful Fundraising*

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*How to Ask Anyone for Any Amount for Any Purpose*  
*Fundraising Fundamentals*

*The Forgotten Foundations of Fundraising*

*The Art of Governance*

*Fundraising Analytics: Using Data to Guide Strategy*

*Fundraising Analytics shows you how to turn your nonprofit's organizational data—with an appropriate focus on donors—into actionable knowledge. The result—A vibrant, donor-centered nonprofit organization that makes maximum use of data to reveal the unique diversity of its donors. It provides step-by-step instructions for understanding your*



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*constituents, developing metrics to gauge and guide your success, and much more.*

*Winner of the Association of Fundraising Professionals 2014 Skystone Partners Research Prize in Philanthropy and Fundraising Traditionally, institutions have relied on wealthy White men to reach their fundraising goals. But as state investment in public higher education lessens and institutions look to philanthropy to move from excellence to eminence, advancement officers continually need to engage all populations, including many that have historically been excluded from fundraising strategies. Based on theory, research, and past practice, Expanding the*

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*Donor Base in Higher Education explores how colleges and universities can build culturally sensitive fundraising and engagement strategies. This edited book presents emerging research on different communities that have not traditionally been approached for fundraising—including Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) alumni, African Americans, Latinos, graduate students, young alumni, women, and faculty donors. Chapters discuss and analyze successful programs and provide practical suggestions and strategies to create and implement fundraising programs that engage these new donor populations. Expanding the Donor Base in Higher*

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*Education is an essential resource for any institution looking to expand their pool of donors and cultivate a more philanthropic mindset among alumni and students.*

*Lysakowski explains how to determine an organization's readiness for a capital campaign; helps readers decide if and when a planning study is needed; shows how to allocate human and financial resources effectively; and gives how-to advice to plan every aspect of the campaign.*

*An entertaining, informative, and eminently useful guide that draws on psychology, data, and real-world experience to explain what really drives successful*

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*fundraising. In The Forgotten Foundations of Fundraising, Jeremy Beer and Jeff Cain, cofounders of American Philanthropic, a leading consulting firm for nonprofit organizations, offer practical lessons and unconventional wisdom for both nonprofit leaders and novices in the art and science of raising money. Drawing upon a wealth of experience, deploying an army of anecdotes, and using eye-opening American Philanthropic survey data, the authors provide a brisk, irreverent, and supremely useful introduction to fundraising for charities and nonprofits. The book explains the hows and whys of a variety of fundraising techniques, from direct mail to planned giving*

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*programs. It explores the benefits and pitfalls of prospect research, the keys to donor retention, and the essential elements of a healthy nonprofit culture. It gives insightful advice on making personal meetings count, soliciting foundations, and training young fundraisers. And it does so with sprightly prose and sharp observations. You'll never read another fundraising book quite like this one. Expertly deflating the pretensions of those who would make fundraising a bureaucratic and esoteric profession, Beer and Cain elucidate the practical knowledge and relationship skills that still matter more than anything else. They make an impassioned plea for the importance of civil*

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*society to American democracy and build a compelling case for fundraising as an honorable component of a healthy civic culture. Philanthropy is not about bottom lines and return on investment—successful fundraisers provide a platform for donors to affirm their ideals, values, and morals. Fundraising is serious, but learning about it needn't be a chore. The Forgotten Foundations of Fundraising is at once eminently practical and absolutely delightful.*

*40 New (and Improved!) Strategies for Nonprofits Using Data to Guide Strategy*

*A Handbook of Proven Strategies and Techniques*

*The Handbook of Human Services Management*

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## *Fundamentals of Arts Management*

### *The Ask*

Conducting a Successful Major Gifts and Planned Giving Program—the fifth volume in the groundbreaking Dove on Fundraising Series—is a complete guide to establishing and sustaining a major gifts and planned giving program in a nonprofit organization. Written by master fundraiser Kent E. Dove and coauthors Alan M. Spears and Thomas W. Herbert, this essential resource includes the information needed to build a viable major gifts and planning giving program and offers a clear understanding of the law as it

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pertains to a variety of planned giving. The authors address the full spectrum of major gifts and planned giving principles, including research, cultivation, solicitation, and stewardship.

Conducting a Successful Major Gifts and Planned Giving Program describes how to involve a governing board in the program and craft a gift acceptance policy. It also outlines how to manage the program, develop a budget, set goals, define what resources are needed, and determine when to use consultants. Conducting a Successful Major Gifts and Planned Giving Program also includes a resource section that contains a wealth of



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illustrative real-world examples.

Nonprofits' behind-the-scenes fundraising functions--information systems, development technologies, research, managing prospects, and stewardship--not only support an organizations' overall development efforts but also are key to long-term success. A first-of-its-kind resource, *Conducting a Successful Development Services Program* draws together in one book a tremendous body of knowledge on planning and managing an innovative and effective development services program. Written by master fundraiser Kent Dove, the book guides you

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through the process of identifying, researching, and managing prospects; creating, storing, and using data and information; and, properly administering gifts and showing appreciation to donors. An extensive resource section offers you a wealth of examples from real-life organizations. 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

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societal needs, setting goals, selecting gift markets and fund raising techniques, soliciting new gifts, 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

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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.

The Annual Fund is the foundation of any strong fundraising program because this is where you will find new donors and identify future major gift donors. When you build a strong foundation, you

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will create the process that nurtures your donors and prospects for years to come. Regretfully, many nonprofits are spending valuable financial resources, time and energy on new donor acquisition because individual giving is down. They don't understand or are unwilling to invest in a strong annual fund program that includes both new and current donor strategies and provides its donors and prospects with a continuous flow of communication throughout a given year. Nonprofit organizations that treat their donors with respect and a true desire for creating a relationship that's built on trust and

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loyalty will grow revenue. It's as simple as that. In his book, *The Process-Driven Annual Fund*, Ron Rescigno explains how Rescigno's proven process, when followed, will result in a thriving annual fund, including more new donors, better donor retention and more major gift prospects than ever before. Told with love and affection for the work nonprofits do, *The Process-Driven Annual Fund* describes the vital role the annual fund must play when it comes to engaging, building, and stewarding relationships with donors.

Experimental Approaches to the Study of Charity

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Catholic School Administration

The Complete Guide to Fundraising Management

A Fundraising Guide for Nonprofit Board Members

It's Not About the Money

Theory, Practice, Leadership

***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, and volunteers in the win-win framework, the importance of listening, the case for a donor-centered approach, and the direct ways these concepts***

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*can be applied in a variety of fundraising settings. Includes 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 D. Wilson is 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, reinvigorating stalled initiatives, and board/staff training.*

*"Throughout the book, the authors address the*



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*key components of an annual giving program--including telemarketing, direct mail, special events, personal solicitation and matching gifts--and reveal how to integrate each component of the annual giving program into a coherent, fluid fundraising plan"--Publisher website (April 2007).*

*There are now over 250 theological seminaries in the United States and Canada. Leading these diverse institutions is a difficult task that combines elements of executive management, academic prowess, master storytelling, and spiritual discipline. Apart from informal mentoring relationships,*

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*Any person in administration at a seminary recognizes that leadership in theological education presents a unique set of challenges. "A Handbook for Seminary Presidents" aims to make this task easier and more fulfilling not only for the presidents themselves but also for deans, faculty, support staff, and all who seek to effectively prepare the next generation of Christian leaders. Contributors: Daniel Aleshire Harold W. Attridge Albert Aymer Rebekah Burch Basinger Michael Battle Maxine Beach Charles E. Bouchard C. Samuel Calian Cynthia Campbell John Canary Robert Cooley*

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