

## Planned Giving Essentials A Step By Step Guide To Success 2nd Edition Aspens Fund Raising Series For The 21st Century

*In this easy-to-read guide, Kay Lautman, a renowned direct-response fundraising consultant maps out everything you need to know to prospect for new members renew memberships, and conduct house appeals.*

**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 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 illustrative real-world examples.**

**Why should I give you my hard-earned money? Effective fundraisers answer this essential question every time they ask for a gift. What's their secret to success? They have a winning case for support. As Tom Ahern, America's premier fundraising writer, makes clear, a case isn't some fancy argument you only develop for capital campaigns, when you're chasing millions. Successful donor newsletters, websites, annual reports, donor acquisition programs, email, direct mail, advertising, planned giving programs, and, yes, capital campaigns, too all have one thing in common: behind each stands a well-reasoned, emotionally satisfying case for support. Donors are sure to have questions. Your case gives you great answers. Complements Ahern's acclaimed book, How to Write Fundraising Materials that Raise More Money.--Amazon.com.**

**This book has the insightful and cost-effective techniques you can use today that will deliver tremendous returns for years to come.**

**The Nonprofit Development Companion**

**Direct Marketing for Nonprofits**

**(AFP Fund Development Series)**

**International Encyclopedia of Civil Society**

**Fundraising Skills For Health Care Executives**

**Achieving Excellence in Fundraising**

Now in its Fourth Edition, Effectively Managing and Leading Human Service Organizations continues to provide invaluable creative ideas for achieving managerial success. Authors Ralph Brody and Murali Nair dissect and diagnose common workplace dilemmas, offering current and future managers the skills to implement positive changes in organizations large and small. Easy-to-read, this book connects a conceptual framework and essential managerial practices with hundreds of real-life examples and case studies of applied managerial skills in organizational settings.

No one prepares the new dean or health care executive for the fundraising aspect of their profession. Rather, it is one of the skills that is expected but not explicitly taught. Here, a former Dean and a Director of Major Gifts for a renowned nursing institution, with a combined 50 years in the profession, present an explicit, hands-on guide to successful fundraising among individuals, foundations, and corporations. From the basic principles of development to the specifics of tax regulations and the sometimes delicate matter of stewardship, this book articulates strategies for success. Case studies, extensive support materials and illustrative tables makes this an accessible and indispensable tool for health care executives.

A fresh step-by-step guide for identifying your nonprofit's planned giving prospects and inspiring them to give generously Donor-Centered Planned Gift Marketing helps nonprofit organizations move beyond traditional marketing techniques that have historically yielded only modest results and reveals how putting the focus on the donor can produce the best outcomes for all. Here, nonprofits new to gift planning will learn to market effectively from the start while those with established programs will discover ways to enhance their efforts. You will learn about various donor-centered marketing channels and techniques, as well as how to generate internal support for an improved planned gift marketing effort. Full of useful and proven tips you can implement for immediate results Offers practical tools including forms and checklists Includes a worksheet to help organizations calculate their planned giving potential Sharing the latest research findings, this book shows you how to identify who your planned giving prospects are. You will learn how to effectively focus on them through meaningful communication that ultimately inspires them to give-and give more.

Special events can be the backbone of a nonprofit fund-raising program; they're also very hard work. A successful and cost-effective event takes a great deal of planning, coordination, and effort. Successful Special Events: Planning, Hosting and Evaluating provides the guidance necessary to efficiently plan, implement, and evaluate such an event. You'll discover how to establish your primary goal, the importance of market identification, special event opportunity ratings, setting goals, and the barriers to planning a successful special event.

Philanthropy in America

Strategies and Tools to Raise Money

Well Advised: A Planned Giving Reference Source for Professional Advisors

How Nonprofits and Donors Work Together to Change the World

Building Profitable Relationships that Last

Donor Focused Strategies for Annual Giving

Developing Major Gifts

*Nonprofits must comply with stringent federal and state regulations due to their special tax-exempt status; the government's ultimate threat is revocation of a nonprofit's tax-exempt status, which usually means the nonprofit's demise. Written in plain English, not "legalese," this book provides essential guidance for those interested in starting new nonprofits, as well as valuable advice for directors of established organizations. This easy-to-read resource contains essential information on virtually every legal aspect of starting and operating a nonprofit organization from receiving and maintaining tax-exempt status to tips for successful management practices. The Fifth Edition includes updates to areas that have changed dramatically in the wake of new law. These areas include: corporate governance principles, compensation issues, private benefit doctrine, political campaign activity, the new form 990, endowment funds, and IRS audits activity.*

*The leading comprehensive guide for Catholic school principals Fully revised and expanded 2nd editionNew material on curriculum, instruction, testing, development, fundraising, federal regulationsDiscusses 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 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 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.*

*Completely revised and updated, the Fourth Edition of this popular resource recognizes the emerging importance of planned giving and the changes that have taken place over the last few years. The new edition now includes a convenient, easy-to-use CD-ROM filled with exhibits, documents, and forms. With a new focus on user-friendly content and helpful insights, tips, warnings, and perspectives, the new edition empowers fundraising professionals with the ability to speak the same language as donors and their advisors, while still keeping their own organization's goals in mind. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.*

*An invaluable—and affordable—collection of essential fundraising titles from three widely respected fundraising experts Written by renowned nonprofit leaders Stanley Weinstein, Brydon DeWitt, and Erik Daubert, Fundraising Essentials provides you with proven fundraising strategies that are easy to achieve and don't require significant resources or extensive knowledge of fundraising. This e-book bundle explores all aspects of nonprofit fundraising, from creating and recreating your mission statement and knowing when your organization is ready to launch its campaign to getting your volunteer force purposefully engaged. The Complete Guide to Fundraising Management, Third Edition/Stanley Weinstein—an A to Z direction for planning, cost effective fundraising strategies, Internet fundraising, and much more The Nonprofit Development Companion: A Workbook for Fundraising Success/Brydon M. DeWitt—a thorough, to-the-point fundraising blueprint covering all aspects of successful nonprofit development The Annual Campaign/Erik J. Daubert—solid advice for building and managing a well-run annual support campaign for your organization Packed with countless tools and techniques for fundraising success, this unique e-book collection presents straightforward guidelines and step-by-step instructions to help your nonprofit make the most of its monetary and staffing resources.*

*Understanding Donors and the Culture of Giving*

*The Definitive Guide for Advancement*

*Fundraising Essentials e-book Set*

*Starting and Managing a Nonprofit Organization*

*The Fundraisers' and Professional Advisors' Guide to Charitable Gift Planning*

*Major Gifts*

*Big-Time Fundraising for Today's Schools*

**The definitive analysis of what excellence in the field of planned giving requires "A comprehensive and deeply sensitive look at the realities of its subject, The Art of Planned Giving is a necessary guide for all those newly entering the gift planning field, and an essential reference for experienced fund-raisers and philanthropists alike." —Marilyn M. Montgomery Director of Gift Planning University of Washington "The Art of Planned Giving sets forth a compelling argument for bringing a broader perspective to the pursuit of planned gifts—encouraging us to balance technical knowledge and skills with a deeper understanding of what truly promotes philanthropy." —C. Alan Korthals Manager, Gift Services The First Church of Christ, Scientist "The Art of Planned Giving leaves no stone unturned in defining the human as well as the technical elements which constitute the ingredients for successful solicitation and implementation of planned gifts." —Susan Moore Marketing Director of Charitable Giving New York Life Insurance Company "Doug White's The Art of Planned Giving is an eloquent and thoughtful voyage through the myriad human challenges that confront all of us in the field of philanthropy." —Caleb B. Rick, Director of Planned Giving and Charitable Gift Counsel The Sierra Club "Doug's discussion implicitly educates the reader on technical gift structures, but keeps the focus where it belongs: on the rewards of practicing philanthropy." —Nancy Herold Strapp, JD Director of Planned Giving Children's Hospital Foundation "The Art of Planned Giving is about doing planned giving right: understanding donors as human beings; understanding the many factors that cause people to emotionally connect with a charity's mission; appreciating their life experiences and how these experiences impact their motive to give; understanding, as if you were there, how it feels to be in the donor prospect's shoes during a planned giving visit; and appreciating the role of the other planned giving team members." —From the Foreword by Terry L. Simmons Vice President and General Counsel Baptist Foundation of Texas "The language of philanthropy speaks to a person's heart and soul before it speaks to anything else. It must. If it did not, the tax benefits and the increased income so often touted as incentives to make a planned gift would add up to no incentive at all." —Douglas E. White The art of planned giving entails much more than citing the tax code and spouting investment principles. Beneath all the technical issues lies the real challenge—a volatile, unquantifiable human dimension rarely dealt with in the professional literature. Now, in this deeply humane and informative book, Doug White deftly weaves together personal insight and level-headed advice in a probing look at the human side of planned giving. his practical guidance shows you how to understand, develop, and use the interpersonal skills that are an essential part of every successful planned giving officer's art. Instead of concentrating on lengthy technical discussions and tax tips found in other books on the subject, White cuts right to the heart of the psychological and professional challenges involved in the planned giving process. He draws upon his own experiences, as well as those of many colleagues, to provide practical answers to such crucial questions as: How do I successfully approach a prospect for a planned gift? What are the steps to building a prospect's trust and instilling a sense of mission? How can I tell if I'm being too aggressive or not aggressive enough? How do I deal with donors who want a higher payout rate than is good for either them or the charity? How do I handle a donor's lawyer and other advisors who don't support the gift? With the help of an ongoing narrative, White traces the entire process of acquiring a planned gift, from the first phone call to managing the gift's assets. Along the way, he offers many helpful pointers on how to deal with donors, their families, and their professional advisors, as well as other nonprofit managers within your organization, from executive directors to board members. He also suggests strategies for translating technical knowledge into planned gifts that are better for both donors and charities. The first book to take you beyond the mere mechanics and into the very soul of planned giving, The Art of Planned Giving is an important working resource for planned giving officers, fund-raising professionals and consultants, as well as nonprofit executives and board members.**

**A landmark three-volume reference work documenting philanthropy and the nonprofit sector throughout American history, edited by the field's most widely recognized authority. \* Over 200 A-Z entries on people, events, organizations, and ideas in U.S. philanthropic history \* Nearly 200 contributors--distinguished scholars from a variety of disciplines \* Over 75 primary source documents from the Poor Laws of 1601 to excerpts from the Filer Commission Report of 1975 \* Chronology of important events in philanthropic history**

**The Power of Legacy and Planned Gifts provides practical knowledge and tools nonprofits need to connect with loyal donors, resulting in a stream of future income that will sustain and advance their mission. Filled with illustrative real-world examples and cases, as well as worksheets to guide the reader, the book details a simple, multi-stage process for nonprofits to build a pipeline of future bequest income and offers donors perspective on making their gifts in a way that will best accomplish their goals. Praise for The Power of Legacy and Planned Gifts "Kevin Johnson has done a great job making clear the process and the implications of a bequest to a charity. A nonprofit's workers and its donors will be well served in reading this book." —Bill Gates, Sr., author, Showing Up for Life "Regardless of the size, vintage, or mission of your organization, you can use this book. If this is the part of fundraising you have been avoiding, Kevin's sensible advice can get your team started and get results sooner than you think." —Joan Flanagan, fundraiser, Center for New Community, and author, Successful Fundraising "Bequests are the key for small and medium-sized charities to survive and thrive. Kevin clearly shows how board and staff can easily develop the comfort and confidence to build effective relations with donors, and help them tell their stories and express their deepest values through bequests. Oh, that we all had this book years ago!" —Roger Ellison, vice president for planned giving, West Texas Rehabilitation Center Foundation "Kevin's insights into donor motivation and the richness of our story have resulted in a substantial increase in planned gifts to our organization." —Karlene McCabe, executive director, Greenbelt Land Trust Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.**

**"Major gifts are at the heart of any coordinated, successful fundraising effort. Julie Walker shows you how to do it all-- find the prospects, staff the program, and ask for the money. The sidebar stories and real-world examples sprinkled throughout the book are entertaining, yet still make a point. I would buy it for the advice and keep it for the anecdotes." --Doris Holmes, Chairman of the Board Benjamin Franklin High School New Orleans, Louisiana Part of the AFP/Wiley Fund Development Series, Nonprofit Essentials: Major Gifts is a professional guide to major gift fundraising, concisely presented in a format that is accessible, lively, and easy-to-read. With in-depth advice from experienced fundraiser Julia Walker, this book takes the reader from the early stages of establishing a program through the core elements of all major gift programs: identifying and rating prospects; preparing the case; training volunteers; cultivating donors; making the ask; and providing recognition and stewardship for the gift. Its nuts-and-bolts presentation focuses on how to create a prospect-centered program that develops the capacity to engage and solicit donors, effectively based on their unique interests and needs.**

**The Art of Planned Giving**

**The Handbook of Community Practice**

**Essential Techniques for the New Era**

**A Step by Step Guide to Success**

**Planned Giving**

**Everything You Need to Know to Compete Successfully for Major Gifts**

**Advancing Philanthropy**

This primer helps new fund raisers learn the basics, from the vocabulary of fund raising To The nuances of major trends affecting nonprofit fundraising today. With up-to-date case studies and real-life examples, this practical guide will provide an overview of the field and give development staff, managers, and directors a platform from which to operate their fund raising programs. This guide is a must-have for anyone new To The fund raising arena. OTHER TITLES IN ASPEN'S FUNDRAISING SERIES Developing Major Gifts: Turning Small Donors into Major Contributors Planned Giving Essentials: A Step-by-Step Guide to Success Capital Campaigns: Strategies That Work Donor Focused Strategies for Annual Giving Successful Special Events: Planning, Hosting, and Evaluating Corporate and Foundation Fund Raising: A Complete Guide from the Inside Strategic Fund Development: Building Reliable Relationships That Last

Recently the topic of civil society has generated a wave of interest, and a wealth of new information. Until now no publication has attempted to organize and consolidate this knowledge. The International Encyclopedia of Civil Society fills this gap, establishing a common set of understandings and terminology, and an analytical starting point for future research. Global in scope and authoritative in content, the Encyclopedia offers succinct summaries of core concepts and theories; definitions of terms; biographical entries on important figures and organizational profiles. In addition, it serves as a reliable and up-to-date guide to additional sources of information. In sum, the Encyclopedia provides an overview of the contours of civil society, social capital, philanthropy and nonprofits across

cultures and historical periods. For researchers in nonprofit and civil society studies, political science, economics, management and social enterprise, this is the most systematic appraisal of a rapidly growing field.

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

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. Steady management, clear organization, effective methods, and the most up-to-date tools are vital 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.

How to Make a Persuasive Case for Everything from Your Annual Drive to Your Planned Giving Program to Your Capital Campaign

Conducting a Successful Major Gifts and Planned Giving Program

Effectively Managing and Leading Human Service Organizations

A Complete Guide from the Inside

The Philanthropic Planning Companion

Seeing Through a Donor's Eyes

The Development Plan

This book is the premier resource that will provide all you need for successful development of your planned giving programs.

A newly revised and updated edition of the ultimate resource for nonprofit managers If you're a nonprofit manager, you probably spend a good deal of your time tracking down hard-to-find answers to complicated questions. The Nonprofit Manager's Resource Directory, Second Edition provides instant answers to all your questions concerning nonprofit-oriented product and service providers, Internet sites, funding sources, publications, support and advocacy groups, and much more. If you need help finding volunteers, understanding new legislation, or writing grant proposals, help has arrived. This new, updated edition features expanded coverage of important issues and even more answers to all your nonprofit questions. Revised to keep vital information up to the minute, The Nonprofit Manager's Resource Directory, Second Edition: Contains more than 2,000 detailed listings of both nonprofit and for-profit resources, products, and services Supplies complete details on everything from assistance and support groups to software vendors and Internet servers, management consultants to list marketers Provides information on all kinds of free and low-cost products available to nonprofits Features an entirely new section on international issues Plus: 10 bonus sections available only on CD-ROM The Nonprofit Manager's Resource Directory, Second Edition has the information you need to keep your nonprofit alive and well in these challenging times. Topics include: Accountability and Ethics Assessment and Evaluation Financial Management General Management Governance Human Resource Management Information Technology International Third Sector Leadership Legal Issues Marketing and Communications Nonprofit Sector Overview Organizational Dynamics and Design Philanthropy Professional Development Resource Development Social Entrepreneurship Strategic Planning Volunteerism

Nonprofit Essentials: Acknowledgment, Recognition and Stewardship (Part of the AFP Fund Development Series) is a concise and professional guide to donor relations in a format that is accessible, lively, easy to read, and that provides in-depth advice from an expert in the field. The book guides in creating and implementing each aspect of a donor relation plan, providing recommended solutions to frequently encountered dilemmas and including sample documents, checklists, and other tools to help shape an effective program.

If you truly want to be successful in raising money from foundations and corporations, there are many steps you must take before a proposal goes out the door. And there are many things you must do after it is in the hands of the potential funder. And that's why you should have a copy of Corporate and Foundation Fund Raising: A Compete Guide from the Inside. It's the only step-by-step guide that provides a total and comprehensive strategic approach to fund raising. You'll get a wealth of hands-on techniques, strategy tips, real-life examples, war stories, time-saving forms, suggested readings, a glossary, and an extensive bibliography.

Money for the Asking

Fundraising Principles and Practice

Turning Small Donors Into Big Contributors

Donor-Centered Planned Gift Marketing

Fundraising in Music Libraries

Fundraising Strategies for Community Colleges

Fund Raising Basics

Covering the entire fundraising process, this comprehensive text offers a wealth of practical strategies for pursuing "big time" grants and gifts for America's public schools.

Money for the Asking explores the basics of fundraising for music library professionals. Music libraries face many challenges today, including shrinking budgets. Fundraising is one way to increase a library's resources, but few books address fundraising opportunities specifically for music libraries. In this concise volume Peter Munstedt provides practical advice for music librarians who want to initiate fundraising. Based on his depth of experience, the author explains the importance of promoting a library's needs, which can be critical in establishing fundraising efforts. Working with individual donors is essential for any fundraising program. The book differentiates four essential steps that development professionals employ when working with donors, including identification, cultivation, solicitation, and stewardship. There is also an explanation of the various types of donations, such as gifts in kind, monetary gifts, endowments, and planned giving. Obtaining resources through grants is another significant aspect of fundraising. The book covers corporation, foundation, and government grants within the context of music libraries. Other methods of raising money are also described, including several kinds of fundraising events, such as benefit concerts, book sales, as well as other public and private events. While encouraging music libraries to pursue fundraising, the author also cautions about several subtle issues that consist of hidden costs, internal politics, and ethical concerns. This book reveals principles in the professional development world as seen through the eyes of a music librarian. The author explains real-life experiences in a music library setting, including case studies from his library. Also provided are examples of fundraising web pages from various other music libraries. The book reveals the positive effects and actual benefits that fundraising can bring to a music library. Money really is there for the asking.

Planned Giving EssentialsA Step by Step Guide to SuccessJones & Bartlett Learning

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.

A Legal Guide

Planned Giving Essentials

Successful Special Events

Effective Donor Relations

The Complete Guide to Planned Giving

Strategies that Work

A Guide for Grantseekers

## Fundraising

**This groundbreaking book is now in its second edition and offers important insights, critical strategies, and useful tools to enhance your organization's performance and raise more charitable contributions. Joyaux challenges the fundraising profession to focus on organizational development rather than merely promoting fundraising technicians. Joyaux integrates staff work with that of volunteers and demands a basic change in the way we do business.**

**Praise for Nonprofit Essentials: The Development Plan "Linda provides a very practical outlook on how to succeed in developing and implementing a fundraising plan for a nonprofit organization. The importance of the various players and their roles—staff, board, and volunteers—is critical for any nonprofit organization, and the information in Nonprofit Essentials: The Development Plan could effectively be used by any size organization to organize and execute an effective development strategy." —Diane Hartz Warsoff, Executive Director Utah Nonprofits Association "An excellent road map for creating a development plan and building the necessary staff and volunteer ownership of the plan, Nonprofit Essentials: The Development Plan is a valuable resource for every nonprofit that wants to raise increased funds more effectively and efficiently. Its tips and real-world scenario sections help to make the case that organizations must take the time to plan adequately if they want to be successful." —Barbara L. Ciconte, CFRE, Senior Vice President Donor Strategies, Inc. "Linda Lysakowski's Nonprofit Essentials: The Development Plan provides the resources, tools, guidance, and step-by-step processes for any organization to successfully create and manage a development plan. Her inclusion of tips and techniques, real-world stories, and her focus on organization-wide involvement make this essential reading not only for development officers, but for senior staff and board members." —Eugene A. Scanlan, PhD, CFRE, President eScanlan Company One of the most significant factors in the success of any fundraising program is the ability and willingness of the organization to take the time to develop an integrated development plan with realistic budgets, timelines, and areas of responsibility. Part of the AFP/ Wiley Fund Development Series, Nonprofit Essentials: The Development Plan takes the reader through the development planning process and helps both novice development officers and seasoned professionals to create a plan that contributes to an organization's realization of its mission. Exhorting readers to ensure their plan is a living instrument and not just a document sitting on a shelf, nonprofit expert Linda Lysakowski includes examples of typical development plan formats as well as timelines for the planning process to help users identify the level of detail that will be required. Whether large or small, your organization will benefit from Nonprofit Essentials: The Development Plan. This professional guide's nuts-and-bolts presentation equips your organization to create a dynamic development plan that fosters enthusiasm, cultivates a sense of confidence, and helps track success.**

**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.**

**A Comprehensive Guide and Resource**

**Strategic Fund Development**

**A Complete Guide**

**Corporate and Foundation Fund Raising**

**The Nonprofit Manager's Resource Directory**

**Planning, Hosting, and Evaluating**

**Capital Campaigns**

The Second Edition of Capital Campaigns remains the authoritative work on developing plans, strategies, and tactics that will raise funds for capital projects. It details proven methods of preparing for, launching, and completing a successful project. Step-by-step instructions, along with graphs, charts, checklists, and case studies will help make your campaign run smoothly by outlining the entire process from start to finish.

The Handbook of Community Practice is the first volume in this field, encompassing community development, organizing, planning, and social change, and the first community practice text that provides in-depth treatment of globalization-including its impact on communities in the United States and in international development work. The Handbook is grounded in participatory and empowerment practice including social change, social and economic development, feminist practice,community-collaboratives, and engagement in diverse communities. It utilizes the social development perspective and employs analyses of persistent poverty, policy practice, and community research approaches as well as providing strategies for advocacy and social and legislative action. The Handbook consists of thirty-six chapters, which challenge readers to examine and update assess practice, theory, and research methods. As it expands on models and approaches, delineates emerging issues, and connects policy and practice, the book provides vision and strategies for community practice in the coming decades. The associate editors are eminent scholars in the field, and chapter authors are leaders in their various community practice arenas.

This book is a co-publication with CASE. Fundraising Strategies for Community Colleges is a hands-on, step-by-step guide to building a million-dollar-a-year development office. Community colleges educate nearly half the undergraduates in America yet receive as little as two percent of all gifts to higher education. Private philanthropy is now essential to the mission of community colleges. In order to gain a fair share, community colleges can rely on this book to deploy strategies effectively used by 4-year colleges. The author, Steve Klingaman, has raised over \$40 million dollars for two-year and four-year colleges over a 25-year development career. With its emphasis on planning the work and working the plan, Fundraising Strategies for Community Colleges offers practical advice and concrete steps on how to build a strong advancement team with robust Annual Fund, grants, major gifts, planned giving programs. Topics include: \* Strategies used at one two-year college that raised \$50 million over ten years \* 75 boxed tips on the details that matter most \* How to create an institutional commitment to advancement \* How to enhance the advancement function \* How to build an effective foundation board that gives \* How to grow the Annual Fund with sustainable, repeatable gifts \* Secrets top universities use to close major gifts \* Continuous quality improvement techniques to improve results year after year. Fundraising Strategies for Community Colleges is the only comprehensive development guide to focus on community college fund raising. Written for development professionals, college presidents, board members, trustees, faculty leaders, and other college leadership, this book is an essential, practical guide that fills a critical gap in the market.

A donor-centered guide to charitable gift planning for fundraisers and professional advisors The Philanthropic Planning Companion compiles and analyzes the latest research on donor/client behavior, discussing the need for segmented approaches to charitable gift planning based upon the values and personal planning objectives of the donor/client. With its many tools, checklists and sample materials, it will serve as your charitable giving guide in your work with your donors/clients. Whether you are building your practice to work with high net worth clients or you are enhancing your fundraising program, this is the book you will keep close at hand. Outlines how an integrated, donor-centered, values-based, philanthropic planning approach can be implemented Explores the latest research focuses on donor behavior For fundraisers and professional advisors alike, The Philanthropic Planning Companion is the one-stop resource you'll keep by your side to help your donors/clients meet their charitable and personal planning objectives.

Fundraising Basics: a Complete Guide

A Guide to Fundraising and Philanthropy  
The Power of Legacy and Planned Gifts  
Theory, Practice, Leadership  
Foundation Fundamentals  
Nonprofit Essentials  
Catholic School Administration