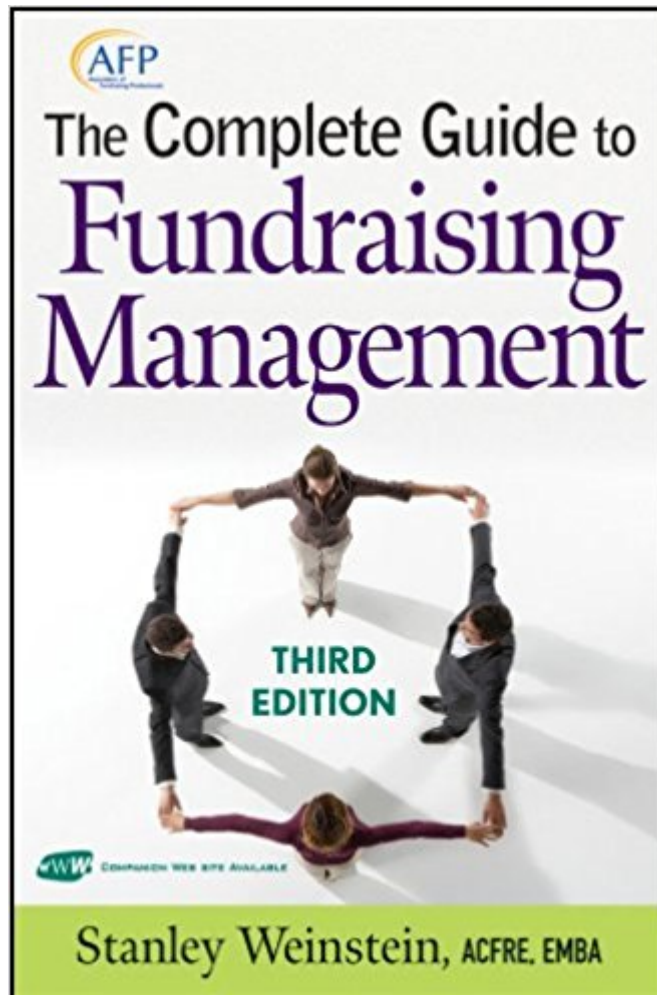


The book was found

The Complete Guide To Fundraising Management (The AFP/Wiley Fund Development Series)



Synopsis

There are now more than 1 million nonprofit organizations in the United States, and the fundraising industry is one of the fastest-growing segments of the economy. The Complete Guide to Fundraising Management presents step-by-step guidance on planning, self-assessment, continual improvement, cost effective fundraising strategies and much more. An accompanying website contains checklists, grids, and sample forms. Plus, the Third Edition adds a chapter on internet fundraising as well as updated statistics. Fundraising professionals will benefit from the practical advice on managing the complexities of a development office.

Book Information

File Size: 9889 KB

Print Length: 384 pages

Publisher: Wiley; 3 edition (March 17, 2009)

Publication Date: March 17, 2009

Sold by:Â Digital Services LLC

Language: English

ASIN: B0062O7KK6

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #237,403 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #91

inÂ Kindle Store > Kindle eBooks > Business & Money > Industries > Nonprofit Organizations &

Charities #306 inÂ Books > Business & Money > Small Business & Entrepreneurship > Nonprofit

Organizations & Charities #71286 inÂ Kindle Store > Kindle eBooks > Nonfiction

Customer Reviews

I loved this book. It covers so much about nonprofit fundraising in such detail that I'm so glad I came across it a few years back when I was learning about the subject. I was working as an associate capital campaign consultant and found it kind of hard to find fundraising books that covered much of anything about capital campaigns. Then I found this book. Most of the hardcover books I buy and read I don't bother to make notations using a pencil. I used this book so much to learn the basics of nonprofit fundraising that I broke tradition and used a pencil on it quite extensively. As a result, I

have a few recommendations as to how the next edition could be improved. First, and foremost, I think the chapters should be reordered as follows:

PART 1. Fundraising Basics

1. (1.) The five major fundraising principles
2. (2.) Your organization and the nonprofit world
3. (3.) Managing the resource development function
4. (5.) Managing information
5. (15.) Human resources
6. (6A.) Prospect ID, research, and segmentation
7. (9.) Direct and select mail fundraising
8. (10.) Telephone solicitations
9. (7.) Nurturing relationships

Part II. Major Gift Fundraising

10. (4.) The Case for Support and fundraising materials
11. (6B.) Prospect ID, research, and segmentation
12. (8.) Major gift programs
13. (13.) Planned giving
14. (14.) Capital and endowment campaigns

Part III. Add-on ways to generate funds

15. (11.) Special event fundraisers
16. (12.) Grantsmanship

Part IV. An appendix

17. (16.) Evaluation

The numbers above in parenthesis are the actual chapter numbers. I would have liked the book much more if Chapter 6 had been split into two chapters.

[Download to continue reading...](#)

The Complete Guide to Fundraising Management (The AFP/Wiley Fund Development Series)

Fundraising: Crash Course! Fundraising Ideas & Strategies To Raise Money For Non-Profits & Businesses (Fundraising For Nonprofits, Fundraising For Business, ... Raise Money, Crowdfunding, Entrepreneur)

Fund Your Cause With Direct Mail: Secrets of Successful Direct Mail Fundraising

Crowdfunding Success: The New Crowdfunding Revolution: How to raise Venture Capital for a Startup or fund any dream with a successful Crowdfunding Campaign ... Venture Capital, fundraising, , startup)

Agile Project Management: Box Set - Agile Project Management QuickStart Guide & Agile Project Management Mastery (Agile Project Management, Agile Software Development, Agile Development, Scrum)

PASSIVE INCOME :MUTUAL FUND (Book #3): Make Your Money Work for you by Mutual Fund (passive income in 90 days,passive income top 7 ways to make \$500-\$10k a month in 70 days) (MONEY IS POWER)

Diversify Your Mutual Fund Portfolio : Morningstar Mutual Fund Investing Workbook, Level 2 Agile Project Management: QuickStart Guide - The Simplified Beginners Guide To Agile Project Management (Agile Project Management, Agile Software Development, Agile Development, Scrum)

Agile Project Management: Mastery - An Advanced Guide To Agile Project Management (Agile Project Management, Agile Software Development, Agile Development, Scrum)

The Complete Guide to Fundraising Management Agile Project Management: QuickStart Guide - The Complete Beginners Guide To Mastering Agile Project Management! (Scrum, Project Management, Agile Development)

The Fund Industry: How Your Money is Managed (Wiley Finance)

The Business of Venture Capital: Insights from Leading Practitioners on the Art of Raising a Fund, Deal Structuring, Value Creation, and Exit Strategies (Wiley Finance)

The Crowd Funding Services Handbook: Raising the Money You Need to Fund

Your Business, Project, or Invention (Wiley Finance) Dance: The Art of Production: A Guide to Auditions, Music, Costuming, Lighting, Makeup, Programming, Management, Marketing, Fundraising Agile Product Management: (Box Set) : Scrum: A Cleverly Concise Agile Guide and Agile: The Complete Overview of Agile Principles and Practices (scrum, ... development, agile software development) Agile Product Management: User Stories: How to capture, and manage requirements for Agile Product Management and Business Analysis with Scrum (scrum, ... development, agile software development) Wiley Series 3 Exam Review 2016 + Test Bank: The National Commodities Futures Examination (Wiley FINRA) The Volunteer Management Handbook: Leadership Strategies for Success (Wiley Nonprofit Law, Finance and Management Series) Decision Systems for Inventory Management and Production Planning (Wiley Series in Production/Operations Management)

[Dmca](#)