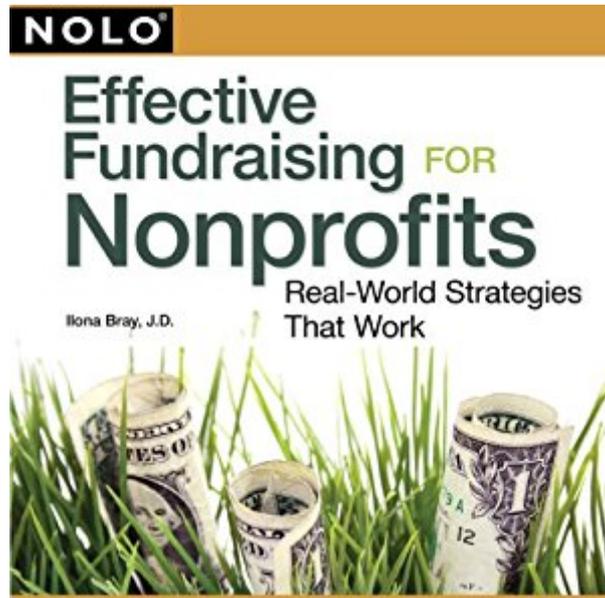


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# Effective Fundraising For Nonprofits: Real-World Strategies That Work



## Synopsis

An affordable, plain English guide, *Effective Fundraising for Nonprofits* explains how to: Work with individual donors; plan special events; solicit grants from foundations and corporations and get media coverage; use the Web to further fundraising goals start a side business and much more.

## Book Information

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## Customer Reviews

As a member of a non-profit board, I was immediately interested in this book. While I enjoy supporting my organization's mission and contributing my time, talent and resources, development isn't my strong suit. This book is for both novice and experienced members of non-profits and should be standard issue to every employee and board member. After reading this book, I handed it to our executive director with lots and lots of sticky notes giving my ideas on what we should be doing differently. Don't you just love board members like me! The book's audience is the staff and board of a non-profit, but the primary focus is that of a board member and how you can direct the organization. We as board members need to take that overview of the organization in order to help it see the big picture. However this book expertly advises readers not just on the big picture of how to raise money for your organization, but covers the minutiae - such as writing effective solicitation letters, how to perform big and small tasks, and most importantly, how to effectively thank and recognize donors. No stone was left unturned in this book and it is a fundraising bible. Experienced development directors can use it as a checklist to make sure they aren't focusing on one area while ignoring others. The organization I'm on the board of right now goes for the big asks and big events, but forgets the small stuff. Other groups I've been involved with are great on the individual donations

but never apply for grants or foundations. In particular I appreciated the section on legacy and estate gifts which I just recently went to training for.

Nonprofit organizations rely on fundraising to exist. Success or failure of many nonprofits depends on the ability to raise funds, because with the money to operate, the charitable mission and the tax-exempt status won't mean much. An organization may have the best intentions, but without capital, and that means money, the success of the organization will be minimal if at all. That's where a book like "Effective Fundraising For Nonprofits: Real-World Strategies That Work" by Ilona Bray, J.D., comes in. It is an extremely informative book, written in plain English, that features advice and stories from over fifty experienced fundraisers, foundation staffers, journalists, and more, regarding everything you need to know to get fundraising for your organization. This book really is your fundraising companion, and right from the start it lays out what they book will be able to do for you. Then it delves into very informative chapters. The first focuses on fundraising tools, people, skills, and equipment and technology. From there, Chapter two helps you develop a fundraising plan. I think this is such an important step that is often neglected. From there, chapter three looks at how you can attract individual supporters, and then in the next chapter there are strategies to keep the givers giving. Chapter six looks at midscale and major donors, while chapter seven focuses on funds from the great beyond, bequests and legacy gifts. The next chapters covers special events and how they can successfully help you raise money for your organization. Chapter nine looks at raising money through business or sales activities, while chapter ten provides information on seeking grants from foundations, corporations, and government.

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