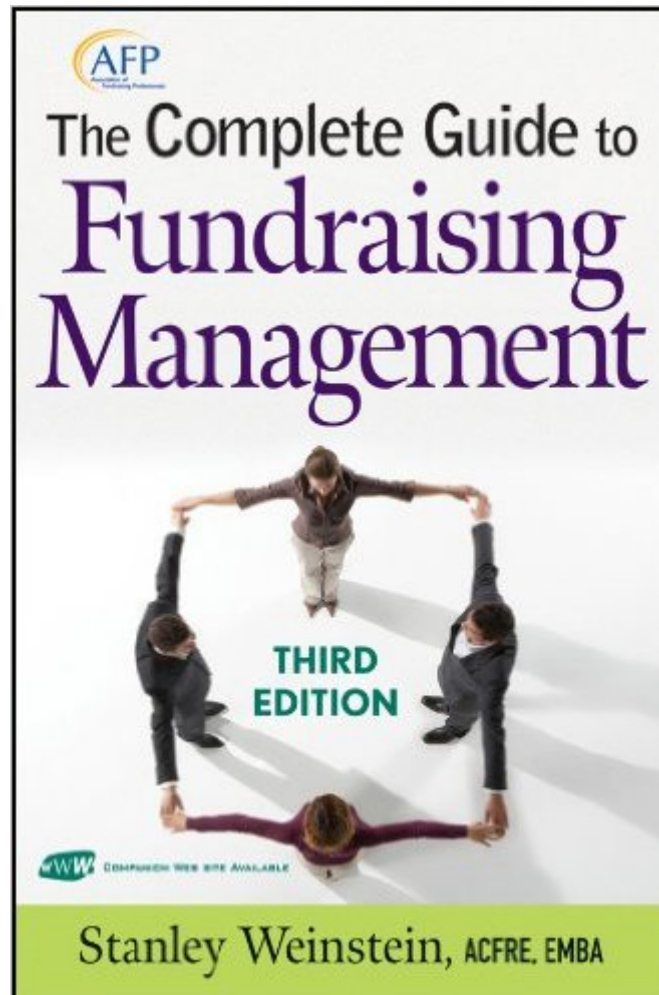


The book was found

# 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.

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