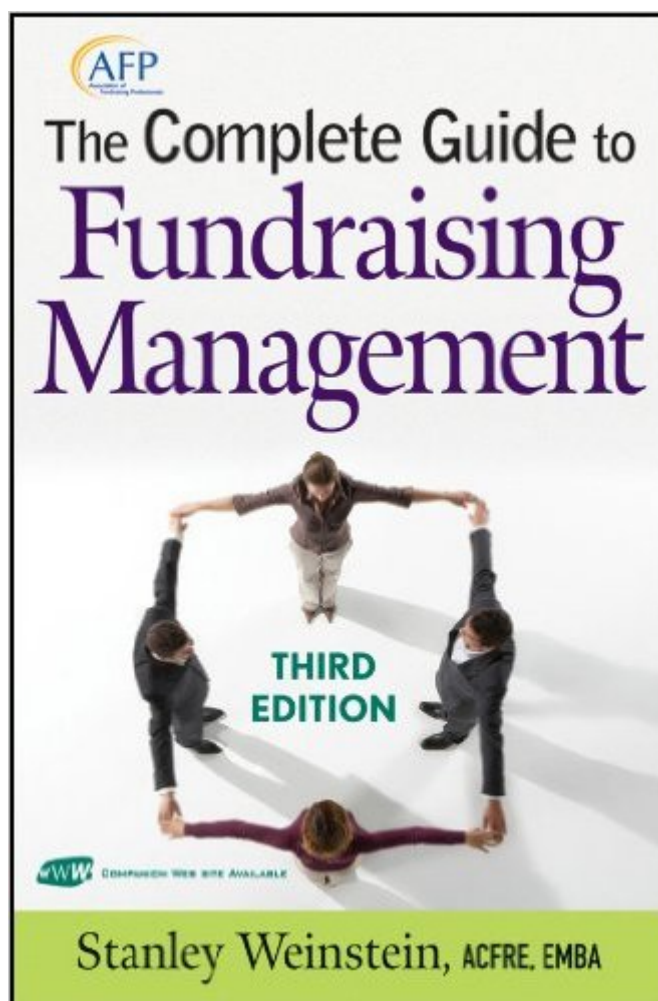


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# The Complete Guide To Fundraising Management (The AFP/Wiley Fund Development Series)



## 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

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

Part II. Major Gift Fundraising

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

Part III. Add-on ways to generate funds

- (11.) Special event fundraisers
- (12.) Grantsmanship

Part IV. An appendix

- (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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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)

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