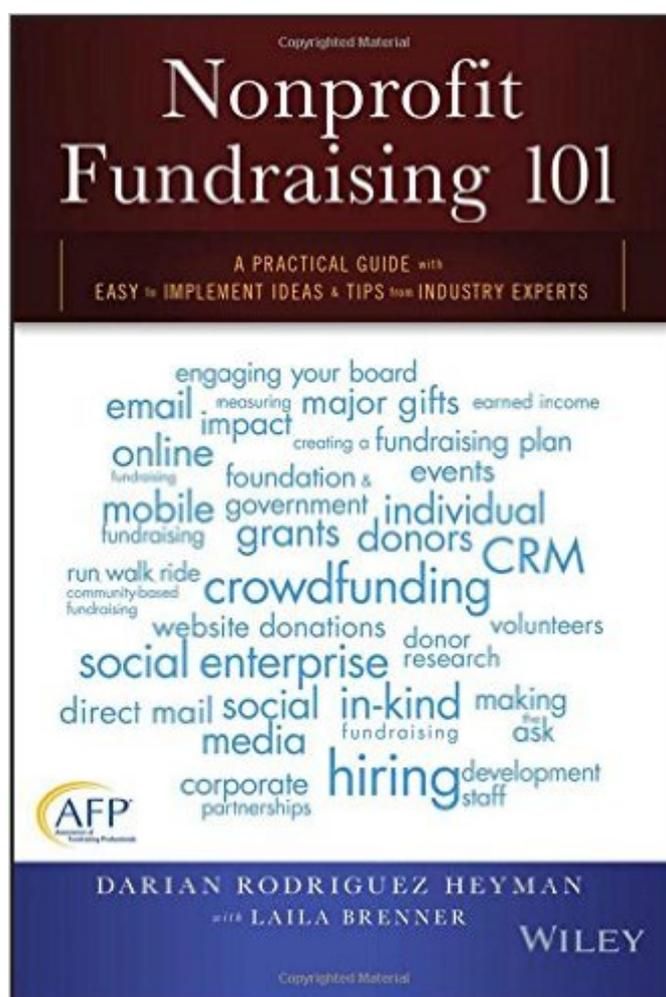


The book was found

Nonprofit Fundraising 101



Synopsis

Raise more money for your cause! Based on expert advice and insights from a variety of respected industry experts, *Nonprofit Fundraising 101* is an essential text for nonprofit professionals, volunteers, activists, and social entrepreneurs who want to leverage best practices to promote their cause. Built upon the success of the best-selling *Nonprofit Management 101*, this easy to digest book provides practical, comprehensive guidance for nonprofit fundraising around the globe. With tips and tools, expert advice, and real-world insights from almost fifty industry leaders, this robust resource addresses the entire spectrum of fundraising for nonprofits, including: Planning, hiring, and tracking progress Individual donors, major gifts, events, and direct mail Board and volunteer engagement Foundation and government grants Corporate partnerships Online and email fundraising Social media and mobile crowdfunding Earned income and social enterprise Written by and for front line practitioners and geared towards a global audience of emerging and established leaders, this field guide offers step-by-step formulas for success. *Nonprofit Fundraising 101* features a foreword by fundraising guru and *Soul of Money* author Lynne Twist, insights from notable non-profit professionals such as CNN's Van Jones, and an afterword by Kiva.org Co-Founder & President Premal Shah. This book also provides indispensable ideas and diverse case studies ranging from grassroots efforts to the ALS Ice Bucket Challenge, and advice for organizations of all sizes and focus. Chapters are brief and easily digestible, featuring extensive resources for additional learning, concrete best practices, and pitfalls to avoid. Enjoy this must-read manual to learn tried and true ways to raise more money for your cause, nonprofit, or charity.

Book Information

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Customer Reviews

This book is a must-read resource for anyone working in, or interested in knowing about nonprofit fundraising. There is a quote by Albert Einstein at the start of this book: "You don't have to know all the answers, you just need to know where to find them". Well, THIS book is where to find all the answers when it comes to nonprofit fundraising, and all things related to it. This book should (and very may well be at some point) a college textbook. It is loaded with useful, step-by-step information. The author obviously truly enjoys helping others to learn the ins and outs of nonprofit fundraising. There is an old Taoist proverb: "Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime". In this book, the author, Mr. Heyman gives the reader the tools needed to "fish" for a lifetime. Kudos to the author for an informative and inspiring book!

A useful tool for all in the field and all who are interested in the field of fundraising. Darian taps the expertise of many thoughtful and accomplished individuals in our profession, and he presents his and their insights in a beautifully organized way. Bravo!

After working with social entrepreneurs for the past 30 years, rarely have I come across a resource so useful and robust. Darian has truly decided to share his gift and knowledge with those who need to learn the secrets of fundraising. This book holds the key to catapult your mission forward.

Super helpful read for those of us with limited fundraising background. Clear examples and directions for establishing proper structures and processes to increase a nonprofit's resources. Can't wait to read through it in its entirety!

Simple, useful tools and tips for small nonprofits just getting started ... to larger established organizations looking for new fundraising ideas. This book is comprehensive yet practical, with advice from many leading industry experts, and relevant for fundraising across the globe. Highly recommended!!!

This is an impressive collection of experts and practitioners, all with ideas and strategies proven in real experience. I'm thrilled to see this compendium of resources available to the nonprofit sector and know every fundraiser and executive director will soon have it on their desk as a guide!

A comprehensive and modern take on the art of fundraising. The lengthy list of notable contributors

alone makes this an invaluable resource for nonprofit professionals.

A thorough introduction to fundraising for the beginner -- or a great review for a professional.

Heyman draws upon his own experience and the expertise of others to explain every thing from old school basics (drafting a plan, engaging your board, researching prospects) to new trends and opportunities with online/email campaigns and mobile fundraising. He makes the always terrifying task of fundraising approachable and easily understood. Super practical. Nicely organized. Well written. If you need to find some money to change the world -- buy this book now :)

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