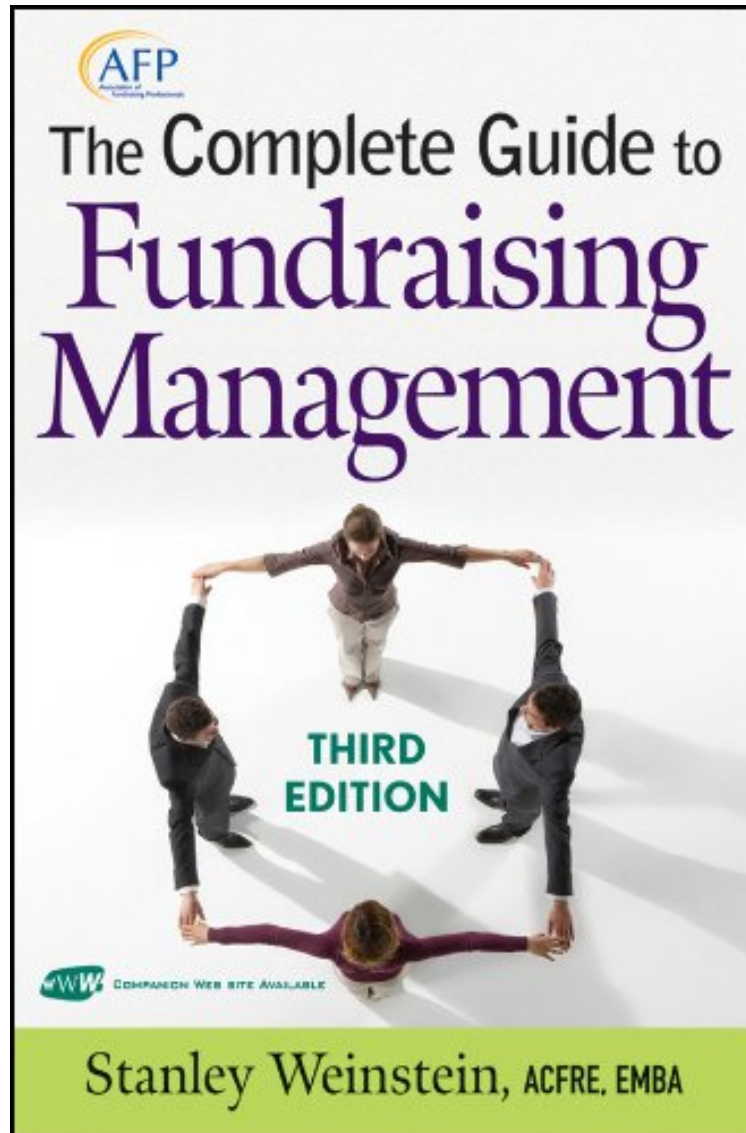


(Get free) The Complete Guide to Fundraising Management (The AFP/Wiley Fund Development Series)

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

Stanley Weinstein

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**Stanley Weinstein : The Complete Guide to Fundraising Management (The AFP/Wiley Fund Development Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Complete Guide to Fundraising Management (The AFP/Wiley Fund Development Series):

0 of 0 people found the following review helpful. Good Foundation for Development Staff By J. Edgar Mihelic, MBAThis book was the textbook for my class in Development of Nonprofits. Prior to this class, I have not had much exposure to the development side of things in the nonprofit world. This is in spite of five years at a nonprofit and the

introductory class to all nonprofit issues (Used the heavy and deep Jossey Bass Handbook for that class). Basically, this means that this book is my touchstone for Development. Overall it is good for someone who is a basic beginner, with a nice step-by-step look and lots of charts and graphs that could be used as template were I ever needed to fill a development role (though I hope that I will never be in charge of it, the goal is to be an Executive Director at some point so it will be on my plate). The only real criticism is that it feels a bit dated. There's not much consciousness of the connected world in terms of fund raising—though that may be because of the very limited returns that come of it (when development is all about relationship building, you have to maintain your network somehow, right?). Basically, if this is for you class, it won't be your least favorite textbook ever, and it might have some utility after the fact, so it's hard to go wrong here. 0 of 0 people found the following review helpful. If you work for a nonprofit organization, or do any fundraising—buy this book By Mike Howland-Davis Stanley Weinstein is one of the very best in the business. I've attended his workshops and had numerous conversations with him. This is one of the best books on fundraising management ever written. Weinstein's comprehensive, no-nonsense methodology provides a resource development blueprint for nonprofit organizations of all sizes. He covers it all from the simple ask, to capital campaigns, major gifts, annual giving campaigns, grantsmanship, and more. He also understands and addresses the pressures faced by many nonprofit managers and development officers who are understaffed, misunderstood, and expected to work miracles in order to keep their organizations solvent. If you work in the nonprofit sector, this is a great book. If you are a professional fundraiser or a nonprofit manager this book is a mandatory part of your professional library, and one that you will use on a regular basis—it has been for me and I can't possibly rate this high enough. 0 of 0 people found the following review helpful. Puts things in order for us and lots of good ideas. By Cartses Really helpful to a startup nonprofit such as the one I volunteer with. Puts things in order for us and lots of good ideas.

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.

"This is the book I wish I had when I started my journey as a developmental professional." (CharityChannel.com, May 2003) From the Inside Flap To survive and thrive in today's highly competitive philanthropic environment, your nonprofit needs to make the most of its monetary and staffing resources. But doing so is a complicated business that demands the right approach. The Complete Guide to Fundraising Management, Third Edition offers an accessible and time-tested plan for fundraising success. Part of the AFP Fund Development Series, this newly revised and expanded Third Edition presents incisive explanations of basic fundraising principles and practices and thoroughly covers the fundamentals of strategic management. It provides all the tools and techniques you need to oversee a comprehensive resource development program that focuses on planning, self-assessment, and continual improvement. In addition, this indispensable resource includes a companion Web site containing checklists, grids, and sample forms to help fundraising professionals manage the complexities of a development office. Featuring helpful suggestions on board development, institutional advancement, and volunteer involvement, the Third Edition covers all the bases, including: A new chapter on Internet fundraising as well as updated statistics on voluntarism, fundraising data, and the philanthropic sector How to manage the resource development function—analysis and planning, setting goals, and monitoring the budget How to determine the "ideal" volunteer solicitor, the capacity to give, and the request amount Grantsmanship—government contracts, foundations, project development, and foundation research Capital and endowment campaigns—chronological steps for success, including pre-study, advancement, intermediate, and public phases Concentrating on high-payoff, cost-effective fundraising strategies, this practical how-to book presents straightforward guidelines and step-by-step instructions for strengthening your nonprofit and obtaining the resources needed to carry out its mission. Packed with all the essentials of good nonprofit management, The Complete Guide to Fundraising Management, Third Edition is the ultimate road map to fundraising success. From the Back Cover The comprehensive and practical guide to successful fundraising—fully revised and updated A practical how-to book tailored specifically to the needs of professional and volunteer fundraisers, The Complete Guide to Fundraising Management, Third Edition moves beyond theory to address the day-to-day problems faced in nonprofit organizations, offering sound advice and proven solutions. Filled with step-by-step guidance and practical advice on planning, self-assessment, cost-effective fundraising strategies, and much more, this new edition is your user-friendly road map for fundraising success in a highly competitive philanthropic environment. The book and accompanying Web site include all the tools, tips, and techniques you need to make your nonprofit stronger and find the resources you need. Inside you will find: The five principles of fundraising Best practices for fundraising on the Internet Updated statistics on voluntarism, fundraising data, and the philanthropic sector Resource development

strategies Information management techniques Tips on market research and prospect identification Guidelines for running major gift programs Sections on fundraising by mail, by telephone, and through special events Capital and endowment campaign key success factors Whether you need a detailed tour of the entire fundraising process or just a little help here and there;The Complete Guide to Fundraising Management, Third Edition is for you, with savvy guidance on how to promote your cause, research potential donors, organize events, and utilize the latest technology.