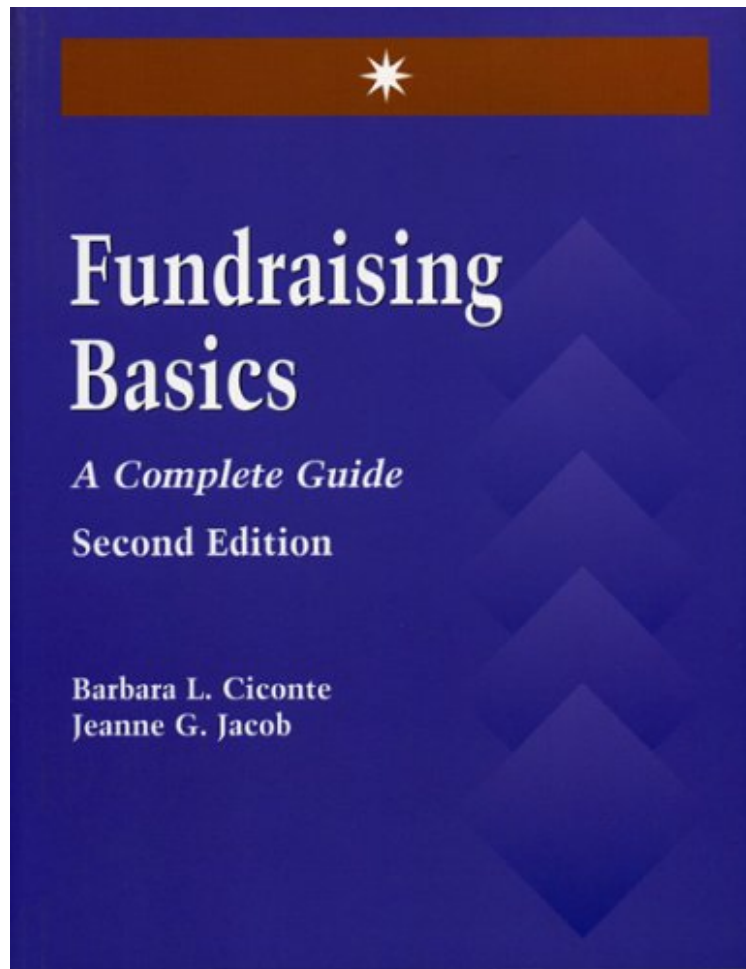


[Free and download] Fundraising Basics: A Complete Guide

Fundraising Basics: A Complete Guide

Barbara L. Ciconte

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Barbara L. Ciconte : Fundraising Basics: A Complete Guide before purchasing it in order to gage whether or not it would be worth my time, and all praised Fundraising Basics: A Complete Guide:

13 of 15 people found the following review helpful. An excellent book that provides an introduction to the fundamentals of good practice for those working as fundraisers to NPOs.By Jeff LippincottI liked this book a lot. It's a big book with 8.5x11 inch pages with the small text formatted into two columns per page. It covers a broad spectrum of fundraising for nonprofit topics: annual giving programs, board development, sponsorships, special events, major gift solicitation, planned giving, and capital campaigns. I suspect this book will be of tremendous help to anyone trying to develop a successful fundraising program for their nonprofit. Also, the reader is informed that it has been used as a textbook in various classes on fundraising.My favorite chapters were (1) philanthropy, (2) roles of players, (3) the development office, (8) prospect research, (14) capital campaigns, (15) planned giving, (17) fundraising consultants, and (18) career options. The chapters are purposefully short, but they provide wonderful introductory material on their

topics. Bibliographic material is provided so the reader can easily locate material that covers these topics in more depth. I thought Chapter 4 (technology) was weak. I got the impression from reading it that I was reading a term paper from a high school student. I didn't feel as though the authors were writing from firsthand experiences. Why were calculators and adding machines added to the list? Anybody who uses MS Office or similar program would know to use a spreadsheet program to do what a calculator or adding machine would do. Bottom line: this chapter could have been greatly improved so a nonprofit can save major bucks. Also, workers today are expected to know how to use a PC and the software that runs on it. If they can't, then don't hire them. NEVER consider paying someone to train them how to use a PC! I had problems with chapters 5, 6 and 7. I thought Chapter 5 should have been much more detailed as to what a fundraising plan includes and how to design one. This was not done. And I thought Chapter 5 also should have covered direct mail, telemarketing, and the importance of building relationships as elements of a good fundraising plan. Then chapters 6 and 7 could have picked up where Chapter 5 left off. As these chapters are currently written, there really is no connection between the three - and in my humble opinion I think there should be. I would reorder chapters 8 and 9 so the material on prospect research is covered after the reader is introduced to major gift fundraising. It just seems more logical to me to do it that way. Chapter 13 could be improved a bit. Nonprofits waste a considerable amount of money on having fancy brochures created. And the authors seem to condone this. Today so much money and volunteer time can be saved by posting online in the form of Web pages what used to be printed. In the old days for-profits used to create fancy brochures. Now they give the prospect a business card with a Web site address on it. The prospect goes online to examine the relevant Web pages. Nonprofits can do the same thing. Why weren't Web sites covered in Chapter 13 (publications)? You try creating the content for a Web site and you will learn real quickly that Web sites are electronic publications. And then there is Chapter 16. I'm not sure why this one was included. Sounds like membership organizations (trade associations) do their fundraising in a very similar way to church fundraising. It doesn't take rocket science to line up the congregation and hose them down for gifts. The same holds true for trade associations. I think I would have left this one out. Even though I am somewhat critical of this book, I admit that I am being picayune. I am just rambling the thoughts that flipped off the tip of my tongue. This book is big, heavy, and full of good content. Give it a read. It will probably help you immensely in putting together an annual giving program for your nonprofit. Always remember that successful fundraising begins and depends on a good Board. 5 stars! 7 of 7 people found the following review helpful. Text Book for Fundraising Newbies to Experienced Professionals By James T. Ostrich Using this book as "the" textbook for a UCSD Extension class on Fundraising Introduction and Processes; The course is the first required course for a Certificate Program in Fundraising and this is the text book selected. Very in depth, overview of fundraising, annual giving campaigns, special fundraising events, planned giving, grant-writing etc. Covers it all in depth and simple to understand. Great book! Plus its way cheaper thru than in the UC bookstore ;-)

2 of 2 people found the following review helpful. Comprehensive Resource-Excellent Book! By P. Miller I ordered this book because it was required for a graduate class that I was taking, but I found it to be an excellent resource. The author provides numerous examples for how to apply the material, but also provides additional internet resources to access other information in the field of nonprofit management and fundraising. I would definitely purchase additional resources from this author again.

The second edition of this essential book on the basics of fundraising provides new, up-to-date, and valuable information that every beginning fundraiser needs to know.