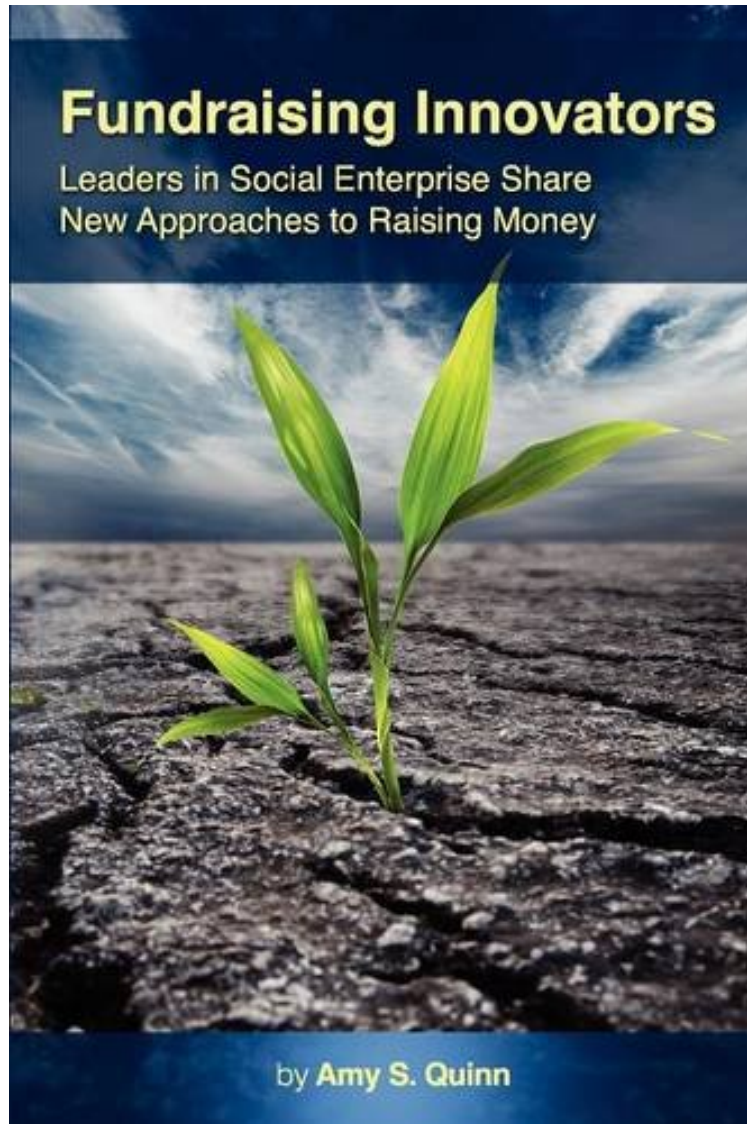


Fundraising Innovators: Leaders in Social Enterprise Share New Approaches to Raising Money

Amy S Quinn

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0 of 0 people found the following review helpful. Director of DevelopmentBy Kindle CustomerA fresh read on the topics all of us are thinking about as fundraisers. Technology and social media have dramatically altered the

fundraising landscape. Organizational transparency has come to be expected by donors. The internet and technology have democratized communication. How do you remain high-touch and relationship- focused yet embrace the multitude of new channels to attract and retain new and existing donors? Fundraising Innovators gives the reader many insights from leaders and pioneers in the field. Ms. Quinn's interviews are targeted and unearth discoveries as well as actionable take aways. From the fundraising success of Teach for America, to the fundraising technology platform created by Network for Good, to donor engagement technology from Convio, to modern approaches from stalwart fundraisers like the University of Denver and Christopher and Dana Reeves Foundation, Fundraising Innovators gives the reader much to consider. The book culminates in a useful Fundraising Innovators Action Plan which provides valuable checklists for any non-profit leader as he/she considers new approaches to technology, integrated marketing, social media, donor engagement and loyalty in order to build a sustainable organization. Mrs. Quinn brings her years of fundraising experience, relationships, research skills, and her love for the field to create a book that provides real-time insights, actionable ideas, and the most up-to-date research on the topics that are reinventing the fundamentals of fundraising.

0 of 0 people found the following review helpful. Fundraising Innovators: Leaders in social Enterprise Share New Approaches to Raising Money By Wendy Hansen Wow! What an inspiring read: a real textbook thru the eyes of Leaders who understand and eloquently convey the challenges and complexities of non-profit fundraising while continually affirming their goals-- particularly relevant in our fast-paced, ever changing world! The techie, the volunteer, the board member and people like me who want to understand more about fundraising, non-profits and how I can make a difference in my community-- should all read this book. You learn so much from the experts like Vinay Bhagat, Francisco Gonima, and Kayta Andresen: strategies and "to-dos" that apply to any fundraising entity. Amy Quinn's book is very engaging; A roadmap of specific information from the very best! The book is an easy read and at the end of each interview, the "Take aways" give the reader an insightful summary of important points to help the reader formulate his or her own plans to make fundraising more effective. A great "How To" for anyone wanting to make a difference! Ms. Quinn, thank you!

0 of 0 people found the following review helpful. Helping us raise more money! By Tina Quinn Certainly, one of the best ways to learn to do something well is to hear from the experts in the field. That's what I loved about this book. Fundraising Innovators is an easy to read "how to" book for those of us constantly trying to raise money for the non-profit organizations we represent. It does this through wonderful and insightful interviews with true professionals answering easy to understand questions. At the end of each interview, there is a recap with "Discoveries Key Take-Aways" that brings it all together. At the end of the book there is a chapter on creating a Fundraising Innovators Action Plan and 18 Leadership Principles of Non Profit Leaders - Fantastic! This book is an important resource and a must read for anyone interested in expanding their knowledge of fundraising essentials. An added bonus was learning about the individuals and the organizations they represent.

Imagine that fundraising propels your organization and its mission towards success. Programs are funded. Benchmarks are reached. Budgets are met. But how might fundraising create such sustainability in the face of today's challenges? The answers can be found in Fundraising Innovators: Leaders in Social Enterprise Share New Approaches to Raising Money. The innovators in this book, including experts from large and small nonprofits, social entrepreneurs and corporate citizens, will describe in detail how to make this your reality. These modern fundraisers innovate and reinvent to raise money. They see opportunities not obstacles. In Fundraising Innovators the interviews reveal how to:

1. Leverage Technology
2. Integrate Marketing
3. Champion Corporate Philanthropy
4. Reinvent Fundraising Fundamentals.

Features fresh insights from 17 innovators on successful fundraising for nonprofits: Vinay Bhagat: Embracing Technology and Its Tools; Holly Ross: Integrating Technology with Marketing; Ed Messman: Online Campaigns; Robert Wolfe: Crowd Sourcing and Modern Internet Practices; Katya Andresen: Online Marketing, Donor Loyalty and Gratitude; Rich Rainaldi: How Metrics Tell a Story; Steve Daigneault: Authenticity and Storytelling; Richard Crespino: Philanthropy and Corporate Responsibility; Simon Mainwaring: Shared Interest in Building Community and Relationships; Ryan Scott: Employee Engagement; Francisco Gonima: Collaboration and Innovation; Peter Wilderotter: Building Partnerships Inside and Out; Eric Scroggins: Defined Fundraising Plans and Relationship Growth; Peter Kiernan: Strategic Leadership and Business Principles; Scott Lumpkin: Donor-Centered Practices; Henry G. Stifel: Structure and Recognition; John Shaw: Corporate Leaders as the Face of Philanthropy. *Bonus: Includes a detailed fundraising plan that you can put to use to raise money for your organization or cause.