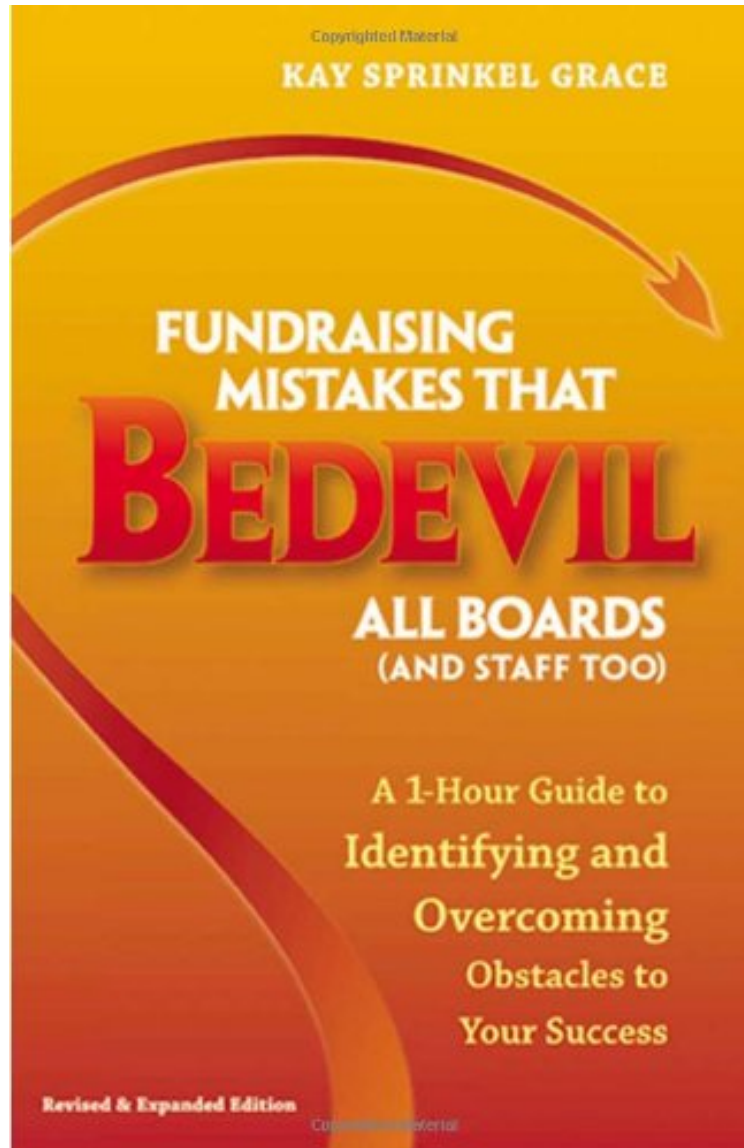


[Pdf free] Fundraising Mistakes that Bedevil All Boards (And Staff Too) (Revised and Expanded Edition)

Fundraising Mistakes that Bedevil All Boards (And Staff Too) (Revised and Expanded Edition)

Kay Sprinkel Grace

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Kay Sprinkel Grace : Fundraising Mistakes that Bedevil All Boards (And Staff Too) (Revised and Expanded Edition) before purchasing it in order to gage whether or not it would be worth my time, and all praised Fundraising Mistakes that Bedevil All Boards (And Staff Too) (Revised and Expanded Edition):

0 of 0 people found the following review helpful. Short, smart, and right on target. By ElkhartBrevity is a great virtue

here, since the book's many wise lessons can be absorbed in the less than an hour. Highly recommended as a gift for new board members and staffers who are new to the fund raising process.³ of 3 people found the following review helpful. Gaining extra fundraising lift during the Great Recession
By Tom Ahern
This book seeks to cure a very specific malady: the poorly informed board that works against its organization's own best interests, by inhibiting rather than promoting fundraising. Kay's list of common mistakes made by many boards isn't endless, but it is discouragingly long: 44 mistakes in total. Yes, there is good news: all the mistakes are EASY to fix, and once you fix them, your fundraising income will start to improve. For those new to the field who might not know Kay Sprinkel Grace by her formidable reputation, allow me to introduce you to a wonderful writer who has more than 30 years of frontline experience as a fundraising professional. Her client list includes powerhouse organizations like National Public Television. Yet the mistakes she writes about in this 2009 book, her latest, will resonate in EVERY board room, from grassroots newbies to well-established institutions. This is a wise, knowledgeable, articulate book. And it makes this promise on the cover: "A 1-hour guide to identifying and overcoming obstacles to your [fundraising] success." I took it on a flight a few days ago and can verify the accuracy of this promise. Actually, I read it TWICE in about 1.5 hours. No chapter is longer than 3 pages. Why did it work for me, a writer not a board member? While this book takes aim at boards, to correct their misguided ways, it's just as much about how to effectively speak to donors, to gain their trust and commitment; which is my writing specialty. Kay's book will help me make more money for my clients. There's a lot of psychology and practical advice and common sense in Kay's book that you can't find anywhere else. And there's not a word of jargon in the whole thing.¹ of 1 people found the following review helpful. 44 Problems Most of Us Have Found
By John Matlock
This is one of those little books that anyone involved with fund raising needs to read about once a year. It'll only take about an hour to read, and I don't believe that anyone with any experience with fundraising can read it without getting at least one or two ideas to try. The book is written in the form of 44 little short essays I guess you'd call them. Each one starts with the statement of a common belief that all of us have heard before, often beginning with the words WE CANNOT.... Then she spends a page or maybe three turning this around to WE CAN... It's clear that she has been in virtually every situation described here, that she has gotten around the presumed problem and gone on to a successful conclusion. This is not an overall guide to the fundamentals of fund raising, instead it's an avoid problems book. And all of us have had these kinds of problems in our non profits.

When it comes to fundraising, a lot is obvious to professional fundraisers. You know, for instance, that you won't secure big gifts by writing letters. You know that special events can be an iffy way to raise money. You know you can't ignore individuals and rely solely on corporations and foundations. You know ... but do your board members and volunteers? Do they know what works in fundraising and what doesn't? Many don't, which is why *Fundraising Mistakes that Bedevil All Boards (and Staff Too)* is a great eye opener. Kay Sprinkel Grace dissects the wrongheaded thinking behind 44 of the most common mistakes in fundraising. Your board may think that publicity raises money, or that tax deductibility is a powerful incentive, or that it's impolite to ask for a specific amount. You know better. But until your board does, what's "obvious" to them can derail your progress. Nicely complements David Lansdowne's book, *Fund Raising Realities Every Board Member Must Face*.

"From seasoned professional to newcomer, from staff to volunteer, each reader will find their questions addressed." -- Carolyn Cates, Executive Director for Special Gifts, Loma Linda University and Medical Center
"Full of wisdom and insight, and presented in a clear and compelling way." -- Douglas M. Brown, CEO, Tuition Plan Consortium
"Offers boards an MBA in fund development and gives professional fundraisers a frame of reference to influence their boards." -- Malcolm Brett, Director, Wisconsin Public Television
"The how-to guide nonprofits have been waiting for. Chock full of useful, practical information." -- Daniel Zorn, Director of Development, AVANCE
About the Author
Kay Sprinkel Grace is the author of *The Ultimate Board Member's Book* (ISBN 1889102180), *Over Goal!* (ISBN 1889102148), *High Impact Philanthropy* (2000, with Alan L. Wendroff, ISBN 0471369187) and *Beyond Fund Raising: New Strategies for Nonprofit Innovation and Investment* (1997, ISBN 0471162329). Grace, who serves on the faculty of The Fund Raising School at the Indiana University Center on Philanthropy, received B.A. and M.A. degrees from Stanford University.