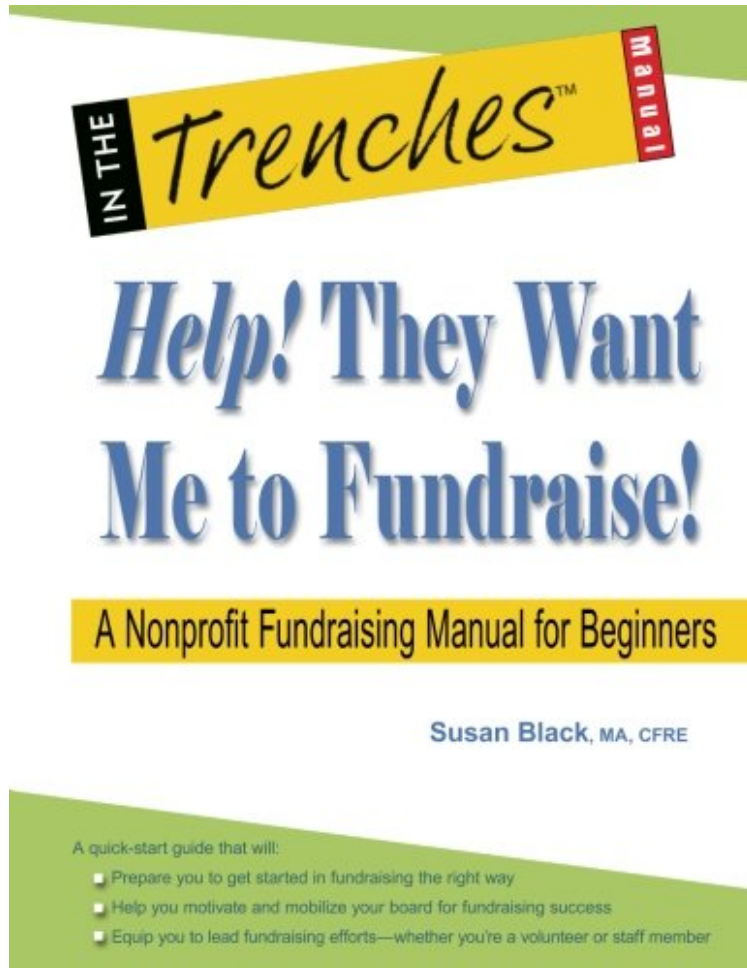


Help! They Want Me to Fundraise!: A Nonprofit Fundraising Manual for Beginners

Susan Black

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2 of 2 people found the following review helpful. Masterful job of dismantling fundraising myths!By Kent Stroman, CFREGet this book! If the only thing you read is "CEO Fundraising Knowledge and Community Connectedness" in Chapter 2, your return on investment will be immeasurable. But don't stop there. Susan Black does a masterful job of dismantling myths about fundraising and replacing them with insightful realities, inspiring readers to redirect their charitable organization into vastly brighter futures.2 of 2 people found the following review helpful. Helpful playbook for raising moneyBy IschcouSusan Black has done a great job of explaining fundraising techniques and strategies. The

book provides real tactics for fundraising success. It is a good refresher for the experienced fundraiser and a practical manual for people new to fundraising. This should be required reading for employees that are new to fundraising as well as volunteer fundraisers. Raising money can be frightening to beginners, but with the help of this book, how to become an effective fundraiser is clear! 0 of 0 people found the following review helpful. Very practical guide for the novice

By Wendy Putka This is an extremely helpful guide for a person new to fundraising. Susan Black writes with a very engaging style; she creates what is too often a difficult reading topic into a real page turner. That said, the book is not lacking in quality content. I found it to be a very practical guide and I learned a lot by reading it, even though I have fundraising experience. The book is structured well, so that topics and information are very easy to find. With this single guide, a motivated nonprofit organization has everything they need to begin and establish a successful fundraising effort.

If you find yourself in the role of fundraiser for your organization, you could use a little good news: You have found the book you need to get started. That's the first bit of encouragement. The second bit is this: You can do this! *Help! They Want Me to Fundraise!* is for anyone new to fundraising. Perhaps you serve as a board member or other volunteer of a nonprofit that needs to raise money. Or maybe you're employed as the new development director or even as the executive director. It's even possible that you worked with another organization in the past that raised money but you weren't the one in charge. Now someone has asked you to step up to the plate and you're not sure what this is going to require or even if your organization is ready. Seasoned fundraising consultant Susan Black pours into this book the lessons of her twenty years of working in the nonprofit fundraising field. In a no-nonsense, economical style complete with worksheets, tables, and illustrations Susan mentors you in the most important things you need to know to get started in fundraising. More importantly, she helps you assess where your organization currently stands and identify what you need to do next to get on a path to fundraising success. No matter your role in your nonprofit, *Help! They Want Me to Fundraise!* will provide you with the tools you need to feel confident in your ability to take a leadership role in fundraising. This quick-start guide will help you: Motivate and mobilize your board and staff to fundraise Uncover the myths versus the realities of what it takes to succeed Analyze your nonprofit to determine the chances of fundraising success Lead nonprofit fundraising efforts, whether you're a volunteer or a staff member If you're considering this book, it's likely that you are a person in need of a plan. You may be thinking: How can anyone expect me to do this? Good fundraisers can be introverts or extroverts, technical people or artistic people, right brained or left brained. While your personality and your experience will have some impact on your ability to raise money, according to the Association of Fundraising Professionals, the following things are the most important characteristics of fundraisers: Passion Reliability/follow-through Ethics and integrity Ability to listen well Ability to tell a story Strong values and a desire to make a difference Dedication to and belief in the cause This book talks about how to use those qualities to succeed. You'll learn: The four building blocks of fundraising success The CEO's role in fundraising How to manage a one-person shop How to launch a successful fundraising career In this book you will find: Chapter One: What Is Fundraising and Why Is It Important? Chapter Two: The Four Building Blocks of Fundraising Success Chapter Three: Building Block Two: Fundraising Goals and Plans Chapter Four: Building Block Three: Primary Fundraising Vehicles Chapter Five: Building Block Four: Communications and Community Relations Chapter Six: The CEO as Chief Fundraiser Chapter Seven: What to Do If It's Just You: Managing the One-Person Shop Chapter Eight: Avoiding Common Pitfalls in Your Fundraising Career

About the Author Susan Black, CFRE, brings over twenty years of fundraising, nonprofit leadership, public relations, and volunteer management experience to her role as principal of Allene Professional Fundraising. Susan has a bachelor's degree and a master's degree in political science from Mary Baldwin College (Staunton, Virginia) and the University of Richmond, respectively. Her career in development began as a prospect researcher at Marietta College (Marietta, Ohio), and she went on to gain experience as a development director at Easter Seals of Central Ohio and the Epilepsy Foundation of Central Ohio before serving as vice president of advancement for five years at St. Vincent Family Centers in Columbus, Ohio. She founded Allene Professional Fundraising in 2008 to bring her expertise to the wider nonprofit community and help struggling nonprofits identify strategies that will allow them to reach their potential. She is an active member of the Association of Fundraising Professionals and the Kiwanis Club of Columbus. She first received her CFRE designation in 2006.