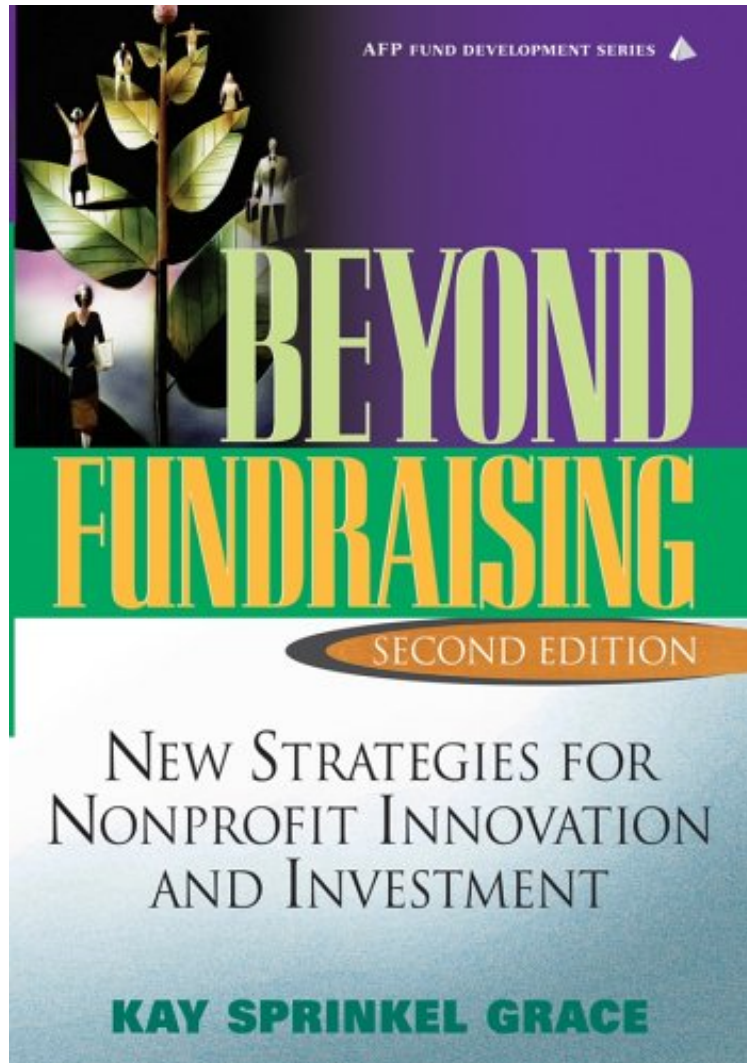


(Free) Beyond Fundraising: New Strategies for Nonprofit Innovation and Investment, 2nd Edition

## **Beyond Fundraising: New Strategies for Nonprofit Innovation and Investment, 2nd Edition**

*Kay Sprinkel Grace*

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From the Inside FlapForget about the old misconception that fundraising is like "shaking a tin cup" at donors. *Beyond Fundraising: New Strategies for Nonprofit Innovation and Investment* is a landmark book, a decade in the making! Written by world-renowned fundraising expert Kay Sprinkel Grace, it presents her core beliefs, principles, and strategies for developing long-term relationships with donor-investors and volunteers. Boards of trustees, non-board volunteers, and staff members from hundreds of nonprofit organizations in the United States, Canada, Australia, the United Kingdom, and western Europe have all taken something away from Kay's workshops. Now, Kay brings the insight of her signature seminars to you. *Beyond Fundraising: New Strategies for Nonprofit Innovation and Investment* is a user-friendly guide to help volunteers and staff members go beyond simply raising funds and: Believe in and practice fundraising as the culmination of a multi-step development process. Involve and retain funders in a donor-investor relationship based on shared values, partnership, respect, and vision. *Beyond Fundraising: New Strategies for Nonprofit Innovation and Investment, Second Edition* is packed with forms, checklists, and examples to help you better understand, visualize, and implement Kay's groundbreaking philosophy. Retaining the authoritative focus on values and mission-based philanthropy that is the cornerstone of this book's first edition, this revised Second Edition covers: The impact on planning of new requirements for accountability. Streamlined, field-tested ideas regarding capital campaigns and feasibility studies. New techniques for annual giving, including the latest Internet tools. New ways to involve busy board members in development, fundraising, and other activities. Philanthropic trends to anticipate, respond to, and benefit from in the twenty-first century. *Beyond Fundraising: New Strategies for Nonprofit Innovation and Investment, Second Edition* is the essential guide for everyone who wants to bring innovation and investment to their communities!

From the Back CoverDo you or your volunteers fear rejection or feel like a beggar when fundraising? Do you worry about soliciting donors too often? Are you tired of the relentless cycle of fundraising activities necessary to generate revenues for your programs? *Beyond Fundraising: New Strategies for Nonprofit Innovation and Investment, Second Edition* dispels these concerns and helps you: Learn how to position your organization in the community as a constructive, vital, and successful social investment. Develop an investor relationship with donors and engage their values-based commitment capacity to make a difference in their communities. In this revised and updated Second Edition, fundraising expert Kay Sprinkel Grace presents her internationally field-tested core beliefs, principles, and strategies for developing long-term relationships with donor-investors and volunteers. Share in the wisdom and experience that have helped countless nonprofit organizations grow their base of support and go beyond fundraising into true donor and fund development.

About the AuthorKAY SPRINKEL GRACE, CFRE, is an internationally acclaimed independent consultant, speaker, facilitator, and writer. After successful careers in journalism and education, she became a development professional in 1979, working in several organizations before starting her own consulting firm in 1987. Since then, she has worked as trainer or consultant to thousands of nonprofit volunteers and professionals in the areas of board and staff leadership, planning, and capital and annual fundraising. She is the author of *Beyond Fund-Raising* and the coauthor of *High-Impact Philanthropy* (both published by Wiley), as well as the author of *The Ultimate Board Member's Book*, *Over Goal: What You Must Know to Excel at Fundraising Today*, and *Fundraising Mistakes That Bedevil All Boards (and Staff Too)*.