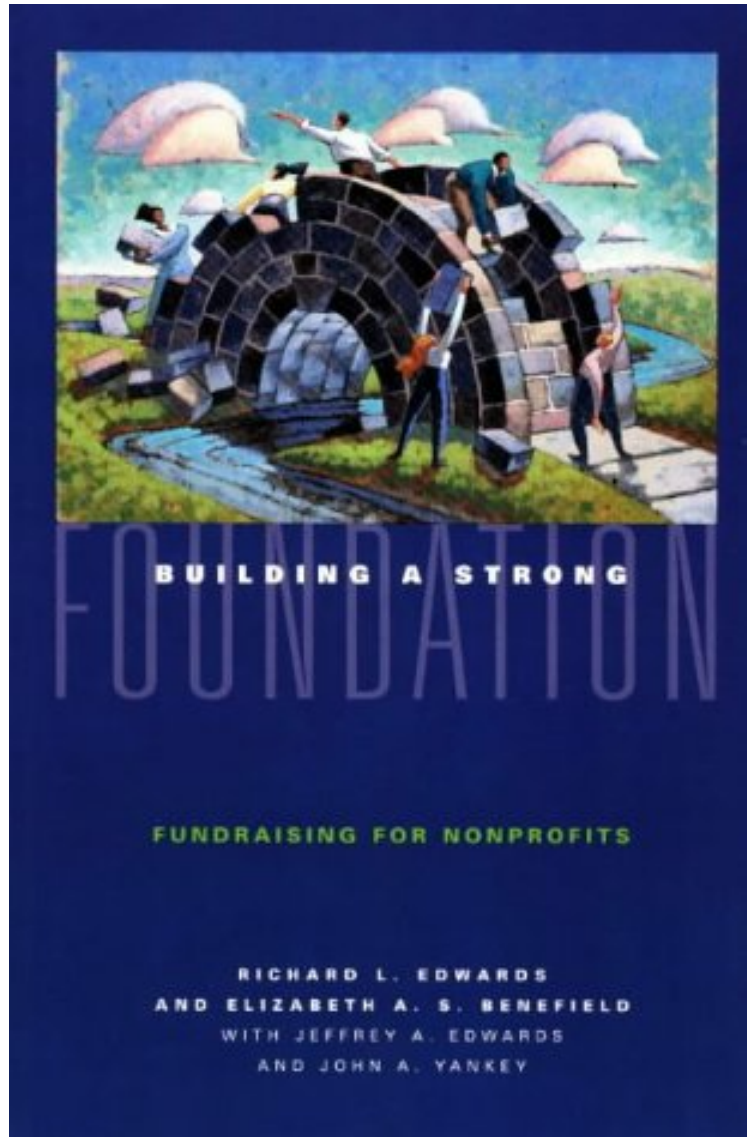


(Download pdf) Building a Strong Foundation: Fundraising for Nonprofits

## Building a Strong Foundation: Fundraising for Nonprofits

*Richard L. Edwards, Elizabeth A. S. Benefield, Jeffrey A. Edwards, John A. Yankey*  
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**Richard L. Edwards, Elizabeth A. S. Benefield, Jeffrey A. Edwards, John A. Yankey : Building a Strong Foundation: Fundraising for Nonprofits** before purchasing it in order to gage whether or not it would be worth my time, and all praised Building a Strong Foundation: Fundraising for Nonprofits:

3 of 3 people found the following review helpful. This book will help any person who works at an NPO that is intimidated by the tasks associated with fundraising.By Jeff LippincottI liked this book a lot. It was short, well written, and well outlined. However, I think the book should have been titled "Building a Strong Foundation of Donors." The

wording of the title confused me until I read the subtitle: Fundraising for Nonprofits. I got my copy of this book at a half-price bookstore. Since I only paid \$16 for it I was pleased. However, I notice that it is selling it for \$32. In my humble opinion, I am not sure the book is worth the money. But maybe since the chapter on prospect research was included it is? I'm not sure. I haven't seen prospect research handled in other books as well as it was in this one. The book has the following seven chapters: 1. The context of fundraising 2. The process of fundraising 3. Fundamentals of planned giving 4. Basics of prospect research 5. Special events 6. Cause-related marketing 7. Putting it all together: An overview I would have liked it better if Chapter 6 had not been included. Cause-related marketing is a form of partnership between companies and nonprofits. And I didn't find it worthy of a chapter considering the fact that there were none on "major gift solicitation" or "capital campaigns." And since there was a chapter devoted to planned giving I think these two topics should have had their own chapter. I would have liked the book much more if it had had the following chapters: 1. The context of fundraising 2. Nonprofit executives responsible for fundraising 3. The process of fundraising 4. Fundamentals of an annual giving program 5. Grants and grant writing 6. Special events 7. Solicitation of major gifts 8. Fundamentals of planned giving 9. Capital campaigns 10. Basics of prospect research 11. Putting it all together But the book as written was a good read and I recommend people responsible for fundraising at their nonprofit give it a read. Try to find it at your library. Even though this book does not provide a formula or step-by-step system to raise funds, it does a wonderful job of telling you what a fundraiser needs to know to build her own successful fundraising program at her nonprofit. 4 stars!

The authors of this text address all the aspects of successful fundraising in a nonprofit environment. Learn how to build the relationships that are central to successful fundraising activities. Discover how organizational analysis, careful research, development of supporting materials, and knowledge of the possibilities can help a nonprofit increase its funding base significantly. A practical textbook for courses in nonprofit management, the book is an excellent resource for boards of directors, agency directors, and fund development committees. Special Features \* Compilation of top motivators \* Ethical principles for fundraisers \* Sample case statements, goal statements, and forms \* Numerous illustrations Also available: *Effectively Managing Nonprofit Organizations* - ISBN 087101369X *New Management in Human Services: 2nd Edition* - ISBN 0871012510 NASW Press NASW Press, a division of National Association of Social Workers (NASW), is a leading scholarly press in the social sciences. We serve faculty, practitioners, agencies, libraries, clinicians, and researchers throughout the United States and abroad. Known for attracting expert authors, the NASW Press delivers professional information to hundreds of thousands of readers through its scholarly journals, books, and reference works. Some of the areas we publish in include: -Social work in the field of aging -Models of social work -Social work with children and adolescents -Ethics in social work -Community organization -Professional development

About the Author Richard L. Edwards, PhD, ACSW, is dean and professor, School of Social Work, University of North Carolina at Chapel Hill. A former president of NASW, he currently serves on the boards of trustees of several nonprofit organizations and frequently consults with organizations. Elizabeth A. S. Benefield, BA, is assistant dean for Development and External Affairs, School of Social Work, University of North Carolina at Chapel Hill. She has served on the boards of several nonprofit organizations and consulted on fundraising. Jeffrey A. Edwards, BA, is prospect research analyst, Office of Development, University of North Carolina at Chapel Hill. He has volunteered with a number of nonprofit organizations involved with fundraising. John A. Yankey, PhD, is Leonard W. Mayo Professor, Mandel School of Applied Social Sciences, Case Western Reserve University, Cleveland. He has served on the boards of numerous nonprofit organizations and frequently consults with organizations.