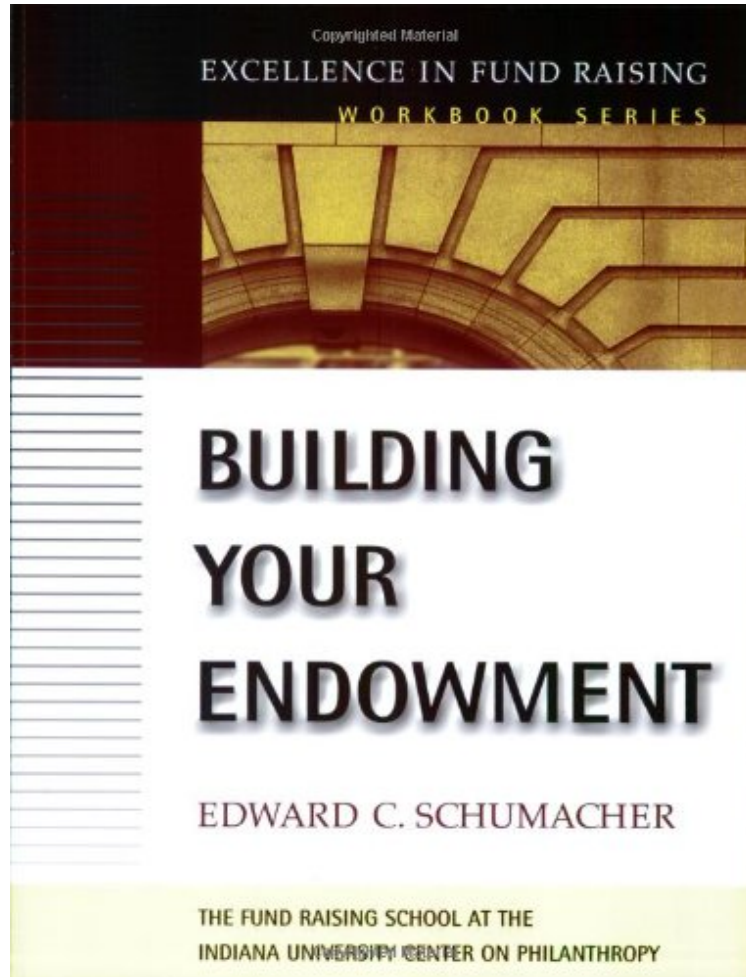


Building Your Endowment

Edward C. Schumacher

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Edward C. Schumacher : Building Your Endowment before purchasing it in order to gage whether or not it would be worth my time, and all praised Building Your Endowment:

1 of 1 people found the following review helpful. Useful as a conceptual beginningBy Michael R. SeidlMy initial response when I received this was "wow, I should have looked at the number of pages in the description." It's a very thin book, and a significant portion of it is worksheets. I suspect, as a whole, it would be useful for someone at the very initial stages of thinking about forming an endowment--brainstorming, committee formation, etc. Even then, while it's got some practical information, the useful information to concept ratio was low, and many of the concepts are self-evident (at least speaking as someone who has served on a non-profit board for nearly 10 years). I was looking for something more nuts and bolts--my organization has already decided to form an endowment, and I was looking for guidance on form/structure (not concepts for form and structure, but actual forms), traps and pitfalls, legal issues, insulation from creditors, etc. I found none of that. Truth be told, I found no books like that in my search, and this

seemed like the closest, but it was useless for my purposes. The closest comparison I could make would be if you went looking for a text on forming (building) your non-profit and got lots of concepts but not one sample of a charter or bylaws (or even a suggested link to one), no example of an organizational chart or a budget, no checklist of legal issues for start ups. This book might be fine if you want to think about forming an endowment, but it's not really going to help you do it.

This practical workbook will help you put in place the last component of a comprehensive development office-- an endowment program. Building Your Endowment gives development professionals, executive directors, consultants, and volunteers the information needed to understand and implement an endowment program that will get bottom-line results. Based on the philosophy and teachings of Henry R. Rosso-- founder of the Fund Raising School and the preeminent twentieth century fund raising educator-- Building Your Endowment is infused with Rosso's views, approaches, and perspectives on fund raising. Building Your Endowment * Offers systemic approaches to developing an endowment fund raising program * Includes the strategic choices an organization faces when developing endowments * Contains a proven approach to endowment donors that has been successful for other organizations * Gives a summary of the unique components of endowment and how it is different from other kinds of fund raising

From the Back CoverAs nonprofit organizations struggle to raise money to cover the cost of their immediate needs and ongoing operating expenses, more and more nonprofits are learning that one key to stabilizing their financial situation is to build endowment. This practical workbook will help you put in place the last component of a comprehensive development office an endowment program. Building Your Endowment gives development professionals, executive directors, consultants, and volunteers the information needed to understand and implement an endowment program that will get bottom-line results. Based on the philosophy and teachings of Henry R. Rosso founder of the Fund Raising School and the preeminent twentieth century fund raising educator Building Your Endowment is infused with Rosso's views, approaches, and perspectives on fund raising. Building Your Endowment Offers systemic approaches to developing an endowment fund raising program Includes the strategic choices an organization faces when developing endowments Contains a proven approach to endowment donors that has been successful for other organizations Gives a summary of the unique components of endowment and how it is different from other kinds of fund raising In addition, Building Your Endowment takes you step by step through the fund raising cycle and shows how to examine the case, define the objectives, involve volunteers, select fund raising vehicles, identify potential giving sources, prepare a fund raising plan, prepare a communications plan, and solicit and renew the gift. Written in workbook format, this practical resource contains a wealth of worksheets that help you apply the ideas and concepts to your nonprofit organization. Using these worksheets, your organization will be better prepared for the critical decision making and planning so essential to successful fund raising for endowment. In addition, this handy workbook is flexible enough to meet the needs of any nonprofit organization no matter what its mission or size.About the AuthorEdward C. Schumacher-- consultant, teacher, and trainer-- has taught fund raising for the Center on Philanthropy at Indiana University, at the University of Washington, and for United Way in Anchorage and Salt Lake City. He has also served as the primary trainer for two national Kresge Foundation initiatives on endowment fund raising.