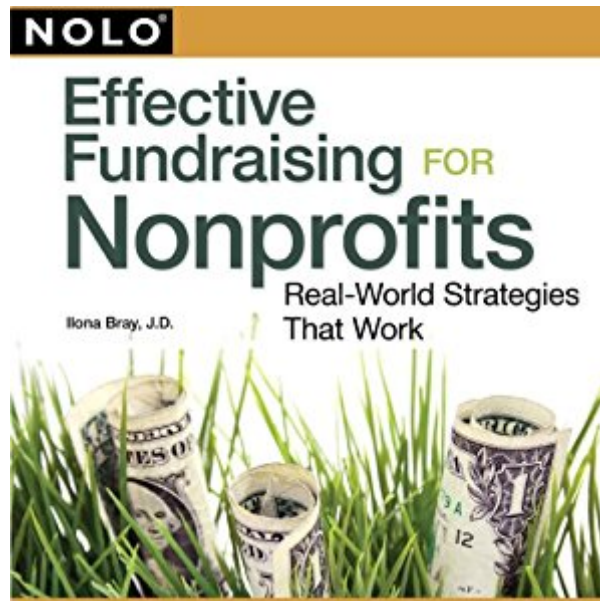




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Effective Fundraising For Nonprofits: Real-World Strategies That Work



Synopsis

An affordable, plain English guide, *Effective Fundraising for Nonprofits* explains how to: Work with individual donors; plan special events; solicit grants from foundations and corporations and get media coverage; use the Web to further fundraising goals start a side business and much more.

Book Information

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Customer Reviews

Great book, and priced right. I setup corporations as serve as a senior business consultant for attorneys and individuals alike, and each year but the NOLO and Entrepreneur publications to stay updated and for additional insider information. I find them easy to understand, and their information reliable. Laws, and procedures change, so it's important to update these books regularly.

Ilona Bray Nolo does a great service for nonprofit organizations in this practical book of strategies. She balances philosophical foundations of fundraising and development with practical tools and strategies. Even her approach to helping the reader use her book as a resource -- not necessarily first page to last page in sequence, but based on interest, priorities and customized need -- is refreshing and shows a been-there-done-that expertise. Nolo infuses her "entrepreneurial optimism" about the tough work of fundraising and development, into a reality-based Big Picture : connect with Board vision, mission, Strategic Plan, programs and the work of the Nonprofit, so that the fundraising is on message and makes sense in order to get results. She flags trends such as Direct Mail peaked about three years ago, and it is best to test and evaluate it and tweak it before just killing trees. She frequently lists links and websites that are current of various topics from Special

Events, to categories of donors, to grants, to estate giving and social media, all with the directive Keep Great Donor Records and a database to stay current with them. I led a nonprofit for 31 years. I was reinforced on some tactics in her book, and learned new tactics and strategies as well. Nicely done, Dr. Bray Nolo.

This is a great book for Executive and Development Directors of larger nonprofits, or perhaps those with little experience in fundraising. This book is professional and easy to read. It is clearly organized with detailed instructions, worksheets, quick tips, and real life examples. It even has a good index so you can quickly find the advice you need. The chapters cover fundraising tools, planning, attracting and keeping donors, major donors, legacies, special events, sales activities, grants, printed materials, and this third edition contains chapters on website design and using social media. At 512 pages it is not a quick read, but it is a thorough reference you will want to keep on hand and share with the rest of the staff.

Even as this is a 2010 book, for countries in Latam gives great insights on practices untapped. Easy to understand and full of great research.

This is an excellent textbook and reference book on fundraising for non-profits. I recently joined the board of a non-profit and knew nothing about fundraising, but this book got me up to speed very quickly. The author treats you like a reasonably intelligent person, in contrast to some other primers that are too cutesy, and she writes in plain English and avoids jargon. It's packed with information, web sites, references, real-world examples, and recommendations. And it's up-to-date. If you're working for or with a non-profit, you need this book.

If you work for a non-profit or are involved in politics, this book should be within arms length of your desk at all time.

This is a textbook so I didn't find it highly amusing, however, if you are looking for some information to beef up your marketing campaign or raise money there are some excellent suggestions. Out of all the textbooks I've purchased, this is one that I kept and don't plan on getting rid out. Great for students and also for entrepreneurs

I am a non profit executive director. Having purchased and borrowed many different fundraising

books I hesitated when I read about this one. The next week I read about it again and purchased. It has all the information needed and written so anyone can understand. It helped motivate my board of directors, and students. I strongly recommend this book.

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