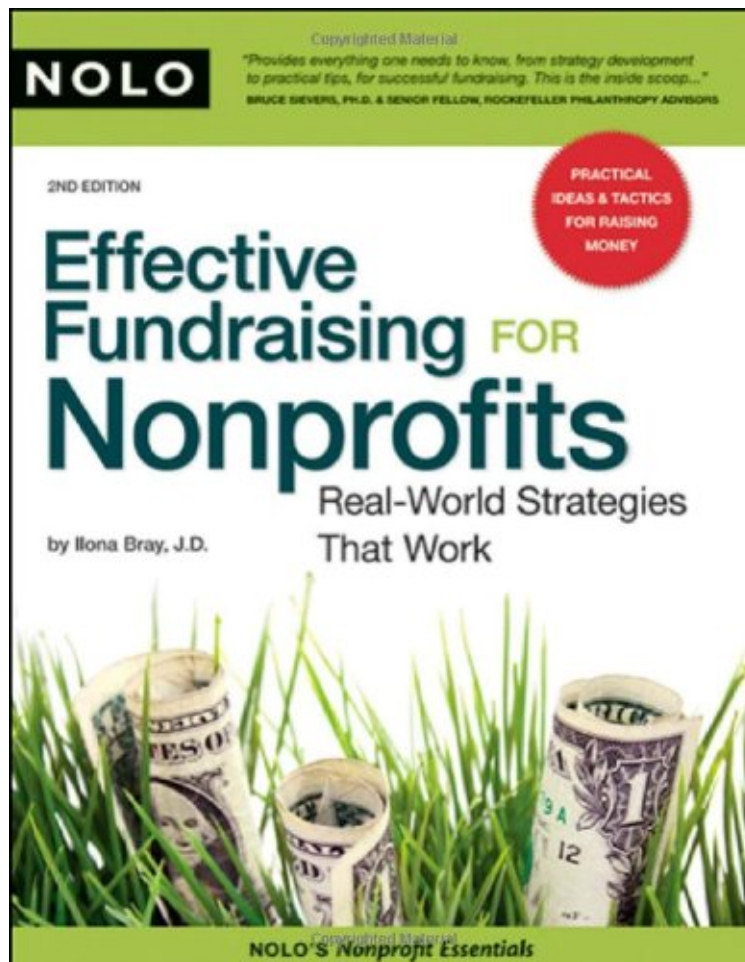


Effective Fundraising for Nonprofits: Real-World Strategies That Work

Ilona Bray J.D.

DOC | *audiobook | ebooks | Download PDF | ePub



#1411598 in Books NOLO 2008-02-28Original language:EnglishPDF # 1 9.00 x 1.50 x 7.00l, 1.71 #File Name: 1413307485528 pages | File size: 34.Mb

Ilona Bray J.D. : Effective Fundraising for Nonprofits: Real-World Strategies That Work before purchasing it in order to gage whether or not it would be worth my time, and all praised Effective Fundraising for Nonprofits: Real-World Strategies That Work:

0 of 0 people found the following review helpful. Great book, fast delivery, good priceBy MaverickGreat 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.1 of 1 people found the following review helpful. Practical Help for Nonprofits FundraisingBy jerry jakellona 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. 0 of 0 people found the following review helpful. Good for larger nonprofits
By J. Paschal
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.

Getting tax-exempt status for your nonprofit organization is just the first step -- whether its mission will succeed depends entirely on your ability to raise money. Fortunately, *Effective Fundraising for Nonprofits* will show you how. Featuring advice and stories from over 40 experienced fundraisers, foundation staffers, journalists and more, the 2nd edition of *Effective Fundraising for Nonprofits* explains how to: work with individual donors plan special events solicit grants from foundations and corporations get media coverage use the Web to further fundraising goals start a side business to raise funds and much more The 2nd edition also covers IRS rules and regulations, grassroots strategies for struggling nonprofits, the tools and staffing needed, and dozens of resources that you can take advantage of. Best of all, *Effective Fundraising for Nonprofits* is written in plain English, cutting out the jargon and "consultant speak" that's all too common in many nonprofit books.

Provides clear answers for nonprofits, with advice from fundraisers, foundation staffers and journalists. (San Diego Union-Tribune 20090101)"Gets into the best ways to keep the money flowing in, including using the Web and developing grass roots strategies." (Accounting Today 20080202)"Provides clear answers for nonprofits, with advice from fundraisers, foundation staffers and journalists." (San Diego Union-Tribune 20080202)"If you have room for only one book on your fundraising bookshelf, *Effective Fundraising for Nonprofits* should be that book. Author Ilona Bray... does a remarkable job giving key information about every aspect of fundraising without being too simplistic." (Advancing Philanthropy 20080202)It looks excellent, but I have to say that I haven't been able to look at it much because my wife... has taken it and is reading everything. (G. D., San Francisco, CA)I've already changed the way I write a query letter based on reading this book. Beyond that, it's engaging and readable and absolutely does have 'real-world strategies that work.' (S. M., Washington, D.C. 20090101)Gets into the best ways to keep the money flowing in, including using the Web and developing grass roots strategies. (Accounting Today 20090101)If you have room for only one book on your fundraising bookshelf, *Effective Fundraising for Nonprofits* should be that book. Author Ilona Bray... does a remarkable job giving key information about every aspect of fundraising without being too simplistic. (Advancing Philanthropy 20090101)About the Author Bray is an author and legal editor at Nolo, specializing in real estate, immigration law, and nonprofit fundraising. She is co-author of Nolo's *Essential Guide to Buying Your First Home* and also edits a number of Nolo's small business books. Bray's working background includes solo practice, nonprofit, and corporate stints, as well as long periods of volunteering, including an internship at Amnesty International's main legal office in London. She received her law degree and a Masters degree in East Asian (Chinese) Studies from the University of Washington.