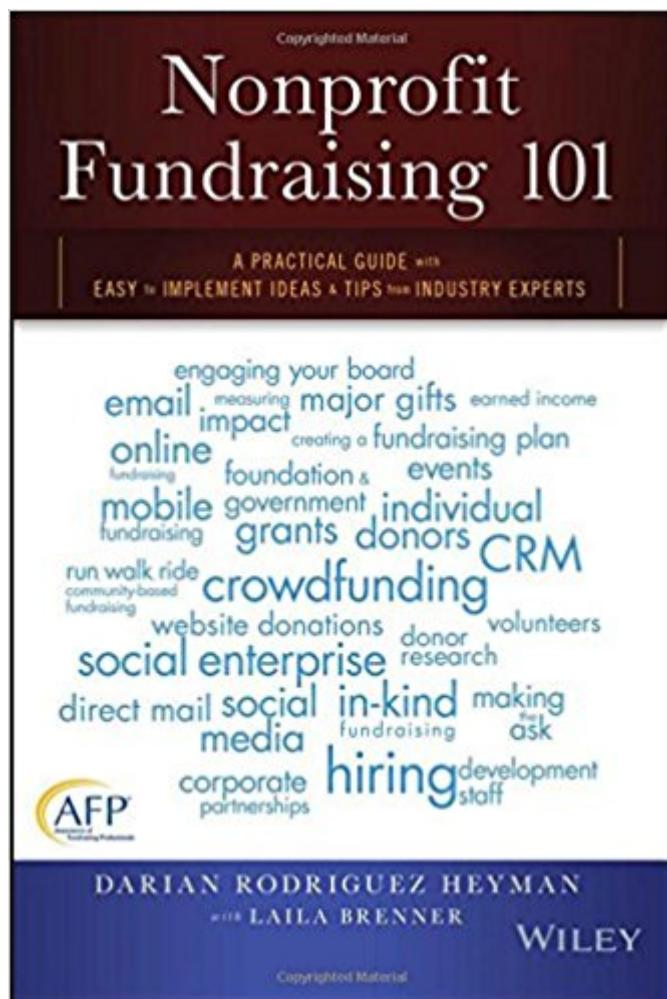


The book was found

# Nonprofit Fundraising 101



## Synopsis

Raise more money for your cause! Based on expert advice and insights from a variety of respected industry experts, *Nonprofit Fundraising 101* is an essential text for nonprofit professionals, volunteers, activists, and social entrepreneurs who want to leverage best practices to promote their cause. Built upon the success of the best-selling *Nonprofit Management 101*, this easy to digest book provides practical, comprehensive guidance for nonprofit fundraising around the globe. With tips and tools, expert advice, and real-world insights from almost fifty industry leaders, this robust resource addresses the entire spectrum of fundraising for nonprofits, including: Planning, hiring, and tracking progress Individual donors, major gifts, events, and direct mail Board and volunteer engagement Foundation and government grants Corporate partnerships Online and email fundraising Social media and mobile crowdfunding Earned income and social enterprise Written by and for front line practitioners and geared towards a global audience of emerging and established leaders, this field guide offers step-by-step formulas for success. *Nonprofit Fundraising 101* features a foreword by fundraising guru and *Soul of Money* author Lynne Twist, insights from notable non-profit professionals such as CNN's Van Jones, and an afterword by Kiva.org Co-Founder & President Premal Shah. This book also provides indispensable ideas and diverse case studies ranging from grassroots efforts to the ALS Ice Bucket Challenge, and advice for organizations of all sizes and focus. Chapters are brief and easily digestible, featuring extensive resources for additional learning, concrete best practices, and pitfalls to avoid. Enjoy this must-read manual to learn tried and true ways to raise more money for your cause, nonprofit, or charity.

## Book Information

Paperback: 368 pages

Publisher: Wiley; 1 edition (January 19, 2016)

Language: English

ISBN-10: 1119100461

ISBN-13: 978-1119100461

Product Dimensions: 5.8 x 1 x 8.8 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars 32 customer reviews

Best Sellers Rank: #58,486 in Books (See Top 100 in Books) #42 in Books > Business & Money > Small Business & Entrepreneurship > Nonprofit Organizations & Charities #2370 in Books > Textbooks > Business & Finance

## Customer Reviews

PRAISE FOR Nonprofit Fundraising 101 "Good stuff! A great, incredibly helpful tool for any cause looking to raise money, online or off." •Steve Wozniak, Founder of Apple "It's not often you find such a distinctive twist on the world of fundraising. Professionals and lead volunteers will find this to be a practical, global, source of reference." •Andrew Watt, CEO of the Association of Fundraising Professionals (AFP) "This must-have book provides a comprehensive breakdown of the strategies and tactics necessary to raise the financial resources essential to bringing about the changes we seek." •Jody Williams, Nobel Peace Prize Laureate (1997); Chair, Nobel Women's Initiative

DARIAN RODRIGUEZ HEYMAN is an accomplished fundraiser, social entrepreneur, and author. His work "helping people help" started during his five-year tenure as Executive Director of Craigslist Foundation, where he launched their Nonprofit Boot Camp. He edited the bestselling book, Nonprofit Management 101: A Complete and Practical Guide for Leaders and Professionals (Wiley), after which he co-founded the global conference series Social Media for Nonprofits. He also co-founded Sparrow: Mobile for All and served as a Commissioner for the Environment for the City & County of San Francisco. He is a frequent keynote speaker at nonprofit, fundraising, youth leadership, and environmental events around the globe and thrives on connecting social change leaders to the best practices, resources, and contacts needed to maximize impact.

A really helpful guide. I'm on the board of an organization that is struggling with fundraising, and the information in this book has been so useful.

Well written and full of good information. A general overview with some elements touching on board development. A good primer for a new nonprofit.

This book offer a clear introduction to the skills for fundraising, plus adds resources for digging deeper into the key principles introduced.

I was very pleasantly surprised to see that this resource is quite useful and efficiently presented to support quick access to great tips and guidance.

Great Condition!

Very Incisive. Good info.

Great read

I have not even made it though half of the e-book and I think I want a paperback version. Amazing book with many good ideas. It has taught me a new way to fundraise and I can hardly wait to try it out. I have even explain to friends my findings. Darian thank you for such a wonderful resource.

[Download to continue reading...](#)

Fundraising: Crash Course! Fundraising Ideas & Strategies To Raise Money For Non-Profits & Businesses (Fundraising For Nonprofits, Fundraising For Business, ... Raise Money, Crowdfunding, Entrepreneur) NonProfit Crowdfunding Explained: Online Fundraising Hacks to Raise More for Your NonProfit The Ultimate Guide to Nonprofit Fundraising with Crowdfunding: A start-to-finish handbook on how to raise money with crowdfunding (Crowdfunding, Nonprofit ... How to Raise Money, How to CrowdFund) How to Form a Nonprofit Corporation (National Edition): A Step-by-Step Guide to Forming a 501(c)(3) Nonprofit in Any State (How to Form Your Own Nonprofit Corporation) Nonprofit Fundraising 101 Nonprofit Crowdfunding Explained: Online Fundraising Hacks Storytelling for Grantseekers: A Guide to Creative Nonprofit Fundraising Streetsmart Financial Basics for Nonprofit Managers (Wiley Nonprofit Law, Finance and Management Series) The Jossey-Bass Handbook of Nonprofit Leadership and Management (Essential Texts for Nonprofit and Public Leadership and Management) Strategic Planning for Nonprofit Organizations: A Practical Guide for Dynamic Times (Wiley Nonprofit Authority) Nonprofit Meetings, Minutes & Records: How to Run Your Nonprofit Corporation So You Don't Run Into Trouble Nonprofit Resources: A Companion to Nonprofit Governance Nonprofit Management 101: A Complete and Practical Guide for Leaders and Professionals 101 Facts... Stan Lee: 101 Facts About Stan Lee You Probably Never Knew (facts 101 Book 7) Liderazgo 101 (Leadership 101): Lo que todo líder necesita saber (What Every Leader Needs to Know) (101 Series) Dance: The Art of Production: A Guide to Auditions, Music, Costuming, Lighting, Makeup, Programming, Management, Marketing, Fundraising The Marching Band Handbook: Competitions, Instruments, Clinics, Fundraising, Publicity, Uniforms, Accessories, Trophies, Drum Corps, Twirling, Color ... Travel, Directories, Bibliographies, Index The Art of Startup Fundraising: Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know Step by Step Crowdfunding: Everything You Need to Raise Money from the Crowd for Small Business Crowdfunding and Fundraising Benefit Auctions: A Fresh Formula for Grassroots

[Fundraising](#)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)