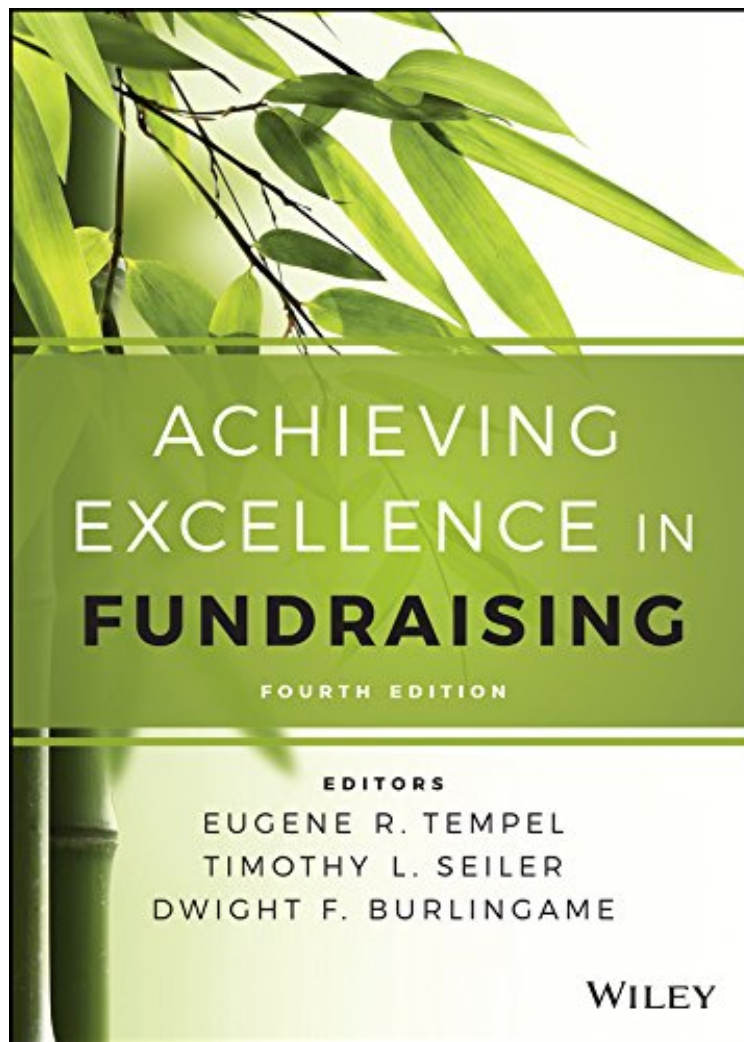


[Library ebook] Achieving Excellence in Fundraising (Essential Texts for Nonprofit and Public Leadership and Management)

Achieving Excellence in Fundraising (Essential Texts for Nonprofit and Public Leadership and Management)

Eugene R. Tempel, Timothy L. Seiler, Dwight F. Burlingame
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Eugene R. Tempel, Timothy L. Seiler, Dwight F. Burlingame : Achieving Excellence in Fundraising (Essential Texts for Nonprofit and Public Leadership and Management) before purchasing it in order to gage whether or not it would be worth my time, and all praised Achieving Excellence in Fundraising (Essential Texts for Nonprofit and Public Leadership and Management):

4 of 4 people found the following review helpful. The human insights of Tim Seiler and Jim Hodge -- and their vocabulary -- are worth the price of this venerated textbookBy Jim LordThe green, growing tip of this field is alive and well in some of the early pages of this venerated textbook. Now in its fourth edition, this encyclopedic body of

knowledge was instrumental in making this work into a profession. It is reassuring to see leaders in the field push the boundaries for a deeper understanding of the human aspects of this work. Some may see this as returning to "home truths," but rather these enduring insights may mark the leading edge of innovation. For example, Tim Seiler: "We do not 'get' gifts... Fundraisers do not make 'the ask,' which implies a confrontational situation between volunteers and fundraisers and the donors from whom they seek gifts. Fundraisers do not 'target' donors, and they do not 'move' them toward desired ends." Tim tries to return us to an earlier day when board members and other volunteers were seen as more effective than professionals in inviting investment. He confronts the staff-driven world that most organizations operate in these days, asserting that today "no solicitation is more compelling than one done by a volunteer advocate who personally solicits gifts to support a nonprofit to which she is passionately devoted." Tim and later in the book, Jim Hodge, place much importance on the choice of language in this field. Not only for the words themselves, but for the mindset they connote. The vocabulary says everything about how the speaker holds themselves, the other, and in fact, humanity. The book is worth the price if only for these insights. (In the interest of full disclosure, I've known Tim and Jim for about 30 years. Rather than compromise this review, however, with the sense that I'm writing in support of my friends, I offer this note to say that I know them very well, and have experienced the attunement between what they say and who they are. This ethical dimension is worth pointing out because of how important it always was to Hank Russo, to whom this volume is dedicated. Jim and Tim are exemplars. I expect that more value can be found in other chapters that I have yet to dip into, wondering if they perhaps will be too conventional for me.) Jim calls us "agents of change." He asks us to see "how the value systems of donors overlap with the core values and mission of the organization." (Notice which one he puts first.) He puts the "why of giving" in the primary focus before the "how." To discern the values, he asks us to use inquiry. "The wealthy, like all of us, are tired of being manipulated to make gifts. The proper stance to take in relationship-based philanthropy is not to manipulate but to inspire." Questions can lead to self-inspiration, rather than relying on our external enthusiasm. "What skills, then, do development professionals working in the area of major gifts need to succeed? Clearly, they require strong communication skills to help them understand the values and motivations of potential major benefactors Being a successful major gift officer and volunteer fund raiser does not require having all the answers about the prospective benefactor, but it does require that the development professionals and volunteers know all the right questions to ask." Notice how advocates use "communication skills" to understand the donor, rather than to sell and tell. "Most of the strategic work of our profession is done prior to drafting a proposal or asking for a gift." Finally, I was encouraged by a bright star appearing in the book, when scholar-practitioner Genevieve Shaker, wrote on personal solicitation in "Knowing Yourself: The Psychology of Asking for Money." "By coming to terms with their own personal attitudes, fundraisers can form an authentic and reflective approach." Indeed, Genevieve opens the door to one of the greatest, and usually neglected realms for breakthroughs in this work of inviting investment: reflecting on our own personal experiences. 1 of 1 people found the following review helpful. The quintessential guide. This is my second purchase to ... By Carol A. Baker The quintessential guide. This is my second purchase to have an updated edition. A must-have and must read (and re-read) for any serious development officer. 1 of 1 people found the following review helpful. Not for the CFRE By Meg If you are buying this to study for the CFRE, you better have a lot of time to read. It's not laid out to easily find information.

Achieving Excellence in Fundraising is the go-to reference for fundraising principles, concepts, and techniques. With comprehensive guidance toward the fundraising role, this book reflects the latest advances in fundraising knowledge. Coverage includes evolving technologies, the importance of high net worth donors, global fundraising perspectives, results analysis and performance evaluation, accountability, and credentialing, with contributions from noted experts in the field. You'll gain essential insight into the practice of fundraising and the fundraising cycle, reinforced by ancillary discussion questions, case studies, and additional readings. With contributions from members of The Fund Raising School and the faculty of Indiana University's Lilly Family School of Philanthropy, this new edition includes detailed guidance on nonprofit accounting practices as defined by the Financial Accounting Standards Board and the American Institute of Certified Public Accountants, rounding out the complete, thorough coverage of the fundraising profession. Designed to provide both theory and practical knowledge, this book is an all-in-one resource for anyone who performs fundraising duties. Understand donor dynamics and craft an institutional development plan Explore essential marketing and solicitation techniques Learn effective volunteer recruitment, retention, and management strategies Fundraising merges a variety of fields including psychology, business management, accounting, and marketing, making it a unique role that requires a uniquely well rounded yet focused skillset. Amidst economic uncertainty and a widening wealth gap the world over, it's more important than ever for fundraisers to have a firm grasp on the tools at their disposal. Achieving Excellence in Fundraising is the ultimate guide to succeeding in this critical role.

From the Back Cover THE REVISED AND UPDATED GUIDE TO FUNDRAISING SUCCESS! The fourth edition

of *Achieving Excellence in Fundraising* is a comprehensive reference that outlines the core fundraising principles, concepts, and techniques and includes the most current tools, methods, and practices. With contributions from members of The Fund Raising School and the faculty of Indiana University's Lilly Family School of Philanthropy, the text offers a thorough review of the fundraising profession. This updated resource contains a guide to nonprofit accounting practices as defined by the Financial Accounting Standards Board and the American Institute of Certified Public Accountants, an understanding of donor dynamics, and shows how to create an institutional development plan. The authors explore the essential marketing and solicitation techniques and include effective volunteer recruitment, retention, and management strategies. In addition, *Achieving Excellence in Fundraising* offers the key for mastering all the knowledge domains covered by the CFRE certification exam. Those new to fundraising will find essential concepts explained clearly and presented within a context that gives them meaning and relevance. Experienced professionals can delve into contemporary research such as work on empathy that informs the joy of giving, while also reviewing the fundamentals of relationship building that have withstood the test of time. Leaders will find descriptions of proven operational structures and guidelines for managing the variety of processes that make up a comprehensive fundraising effort. *Achieving Excellence in Fundraising* is the ultimate guide to fundraising success.

About the Author
EUGENE R. TEMPEL is Founding Dean Emeritus of the Indiana University Lilly Family School of Philanthropy and a Professor of Philanthropic Studies. TIMOTHY L. SEILER is the inaugural Rosso Fellow in Philanthropic Fundraising and Clinical Professor of Philanthropic Studies at the Lilly Family School of Philanthropy. DWIGHT F. BURLINGAME is Professor of Philanthropic Studies and holds the Glenn Family Chair in Philanthropy at the Indiana University Lilly Family School of Philanthropy. All three editors are recipients of the Henry A. Rosso Medal for Lifetime Achievement in Ethical Fundraising.