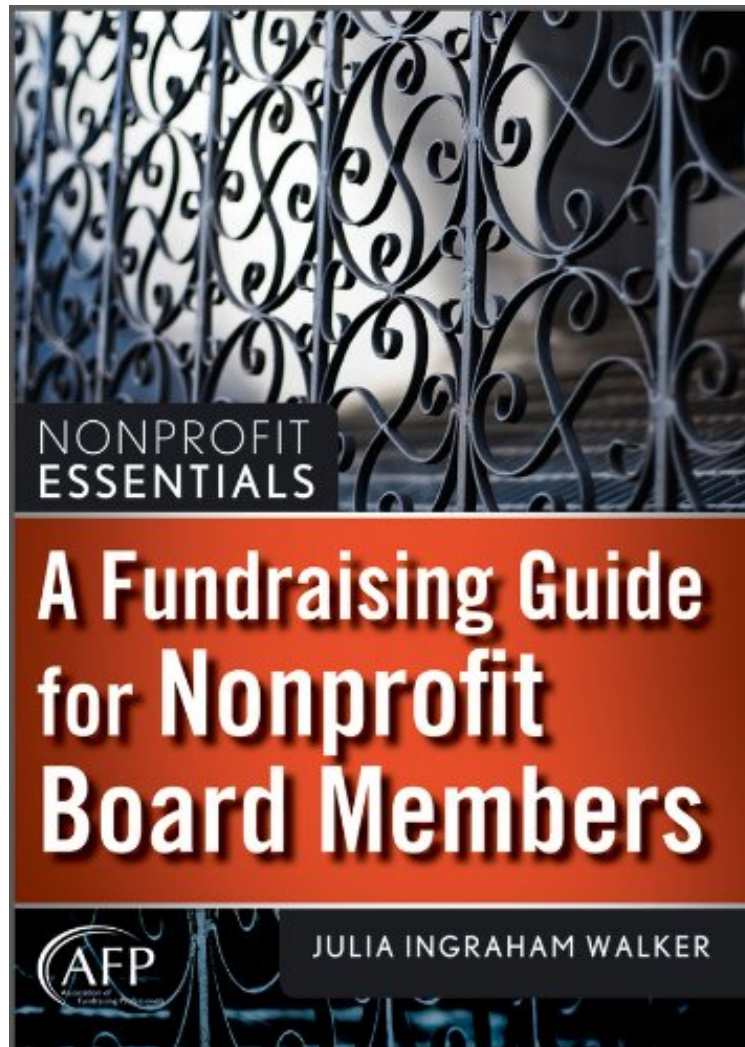


(Read free ebook) A Fundraising Guide for Nonprofit Board Members (The AFP/Wiley Fund Development Series)

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Julia I. Walker

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Julia I. Walker : A Fundraising Guide for Nonprofit Board Members (The AFP/Wiley Fund Development Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised A Fundraising Guide for Nonprofit Board Members (The AFP/Wiley Fund Development Series):

4 of 4 people found the following review helpful. Not Just for Board MembersBy Claudia BarkerIn this comprehensive guide to fundraising best practices Julia Walker shares her wealth of experience from more than 25 years as a fundraiser and consultant to various non-profit organizations, both large and small. The book, whose design and layout enhance its readability, includes many text boxes that list "Tips and Techniques," "Real World" examples

related to each chapter's topic, bulleted lists of suggestions, and even humorous "Tales from the Boardroom," which attest to the fun in fundraising. Walker effectively makes the case for board members' responsibility to support the nonprofits they govern through personal gifts and solicitation of others. She describes strategic planning as a first step in fundraising, and offers a comprehensive guide to the process of resource development - from how to improve fundraising capacity through effective board development, training and confidence building, to the use of fundraising consultants and ethical standards in the profession. This book goes way beyond theory and breaks down the process of solicitation with specific tips on making the ask and closing the gift. Walker even gives sample scripts for various types of solicitations, from annual fund phone calls to major capital campaign visits with key prospects. A companion website offers materials for training fundraising volunteers, including a PowerPoint presentation on "The 5 Elements of the Successful Ask" and useful materials for use in board retreats, which may be downloaded and tailored to specific organizations. An excellent resource for organizational leaders, both staff and volunteer.

2 of 2 people found the following review helpful. Commitments beyond "time, talent, treasure" By D. C. Dreger It's pretty clear when a group of fund development officers get together that there are serious concerns about the low level of board activity in providing leadership for and enhancing the level of success for the organization. Julia Walker is very kind in discussing the board's leadership in fundraising to refer to "give or get." She omitted the "or get off" that usually is the third option. I believe a significant problem and impediment to strong board development is that there are no or few rules (or critical evaluation) about board member behavior--one of which should be to fully participate in fund development activities. Being a board leader takes time...providing prospect lists, learning the five elements of a successful ask, cultivating prospects, hosting a dinner or other event, learning the difference between annual gifts and transformational major gifts, signing thank-you letters. Being a board leader takes talent...evaluating the organization's financials, participating in hiring decisions, helping to create a development plan, executing a successful solicitation, hiring a consultant, knowing the legal aspects of gift accounting. Being a board leader takes treasure...an annual gift in the highest possible recognition category, an additional special gift for a project the organization is undertaking, making a further gift to a capital campaign, plan a deferred gift to the organization, talk with others. You'll get insights into all of the above and more in Julia Walker's fundraising guide.

4 of 4 people found the following review helpful. Truly a Guidebook for Roles of Board Members By Steven P. Miller We all look for best practices to share with Board members or to guide our own work with our boards. There is a wealth of best practices drawn from Julia's experience and insight. One example that I found very helpful (as I go into a retreat with my new Board) in two weeks is the section that takes all components of an advancement program-- annual fund, direct mail, communications, research, planned giving, events...-- and then presents what it means for board members. This book is one that I will pull back off the shelf with great frequency to get guidance and ideas for improved Board engagement.

Everything you need to know as a nonprofit board member to raise more money and help your organization succeed in meeting its goals Engaging and informative, this practical guide to fundraising contains valuable insights that nonprofit boards need to succeed in raising money in today's dynamic economic environment. While written expressly for board members, this useful handbook also provides advice to executive directors and advancement staff on how to partner with your board to build an unstoppable fundraising team. A Fundraising Guide for Nonprofit Board Members shows you how to raise more money by building board leadership and skills in fundraising. This book covers it all--the board's leadership role in fundraising; how to organize and train your board to raise funds; building a team with board and staff; raising funds for operations, major gifts and capital campaigns; how to ask for gifts; plus a guide for conducting a board retreat that will lead to fundraising success. Demystifies the ask by providing a straightforward guide on how to ask for, and close, gifts Features case studies, real life examples, and checklists in an easy to reference format Offers sample materials for a board retreat on building the successful fundraising team Also by Julia Ingraham Walker: Nonprofit Essentials: Jump-Starting the Stalled Fundraising Campaign Entertaining, practical, and easy to use, this book will become a must-read for all board members, executive directors, and staff who want to build an effective fundraising team.