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# Conducting A Successful Annual Giving Program

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Model Rules of Professional Conduct  
Fired-Up Fundraising  
New Strategies for Educational Fund Raising  
Fundraising  
The Ask  
Expanding the Donor Base in Higher Education  
More Than a Thank You Note  
Why the Wealthy Give  
Using Data to Guide Strategy  
A Better Way to Lead Your Mission-based Organization  
Because Nonprofits Are Messy  
Advancing Philanthropy  
Transformational Leadership for Fundraisers  
A Comprehensive Guide and Resource  
How to Ask Anyone for Any Amount for Any Purpose

Engaging Non-Traditional Donors  
A Guide for Nonprofit Boards and Fundraisers (AFP Fund Development Series)  
Fundraising Basics: a Complete Guide  
The Handbook of Community Practice  
Major Gift Fundraising for Small Shops  
The Science of Giving  
Turn Board Passion Into Action (AFP Fund Development Series)  
Development for Academic Leaders  
Academic Library Fundraising for the Dean or Director  
Principles and Practice  
Creating Value Through Business and Social Sector Partnerships  
Nonprofit Stewardship  
Theory, Practice, Leadership  
Common Interest, Common Good  
Leading Up  
Abundance  
A Comprehensive Historical Encyclopedia  
A Guide to Ethical Decision Making and Regulation for Nonprofit Organizations  
A Comprehensive Guide and Resource  
Achieving Excellence in Fundraising

A Handbook for Seminary Presidents  
Philanthropy in America  
Joan Garry's Guide to Nonprofit Leadership  
A Practical Guide for Fundraising Success

*Conducting A  
Successful  
Annual Giving  
Program* Downloaded from  
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by guest

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## **TESSA HUERTA**

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Model Rules of  
Professional Conduct John  
Wiley & Sons  
Conducting a Successful  
Annual Giving  
Program Jossey-Bass  
Fired-Up Fundraising John  
Wiley & Sons  
Fundraisers at all levels  
discover the art of leading

up Fundraisers know that  
in order to be successful  
in their demanding  
profession, they have to  
get things done. And to  
get things done, they  
need to exercise  
leadership from whatever  
rank or position they hold-  
often from the middle.  
This concept is called  
"leading up." Recognizing  
that all fundraisers must  
be leaders, Leading Up  
teaches professionals the

skills and traits they need  
to be successful in their  
philanthropic roles.  
Leading Up centers  
around author Lilya  
Wagner's unique model,  
which exemplifies the  
concept of leading up.  
Here, fundraisers will  
discover: how to get  
things done when they're  
not in charge; how to  
motivate others when  
they don't have formal  
authority; how to

convince or persuade their colleagues and superiors about their need for action and involvement; and how to lead when they're not recognized leaders by virtue of power or position. Focusing on problem-solving concepts, *Leading Up* is packed with thought provoking questions, exercises, and practical application steps that allow professionals to practice and implement the principles they've just learned. The book also includes inspirational quotes on leadership from

recognized and successful professionals and leaders. Leadership qualities have to be learned and practiced by all who wish to achieve success in fundraising, whether boss or not. *Leading Up* provides readers with the groundwork they need to not only build up their causes and organizations, but also influence a professional field that is still developing.

**New Strategies for Educational Fund**

**Raising** John Wiley & Sons  
Amy Eisenstein guides

you, in only five hours a week, to safely and surely meet the challenges of getting your organization ready for major gift fundraising, all the way up to that all-important ask--and beyond. If you've been in fundraising for any length of time, you've no doubt heard of the "90/10 Rule." In its simplest terms, it means that 90 percent of the funding comes from 10 percent of our donors. Yet far too often, the majority of our time is spent focused on low-yield fundraising activities,

such as events. Amy argues that the key to successful long-term, sustainable fundraising lies in dramatically increasing your fundraising income from individual donors. And savvy fundraisers will do well to heed her advice. But how can you get started? With Amy at the helm, guiding you in developing your organization's major gifts program, you'll find it's absolutely doable. Amy doesn't pull any punches. She makes it clear, if you're going to succeed in

major gifts, that everyone will need to be on board and that effective and consistent fundraising training is a must. It's a commitment. Throughout the book, she explains key fundraising concepts, the difference between major gifts and capital campaigns, how to determine exactly what constitutes a major gift for your organization, the importance of gift acceptance policies, job responsibilities for your major gift team, the role of online fundraising in major gifts fundraising,

the role of direct mail, maintaining your database, and more. In short, she cuts to the chase to show you that major gift fundraising is something that, yes, you can do. It just takes focus and Amy's know-how, marvelously outlined within these pages. Part One-- You Can Raise Major Gifts in Only Five Hours per Week! Chapter One: The Secret to Successful Fundraising: Creating a Culture of Philanthropy and Professionalism at Your Organization Chapter Two: Creating Your

Strategy Chapter Three:  
The Secret Weapon of  
Major Gifts: Engaging Your  
Board Chapter Four:  
Creating an Army of  
Advocates and the Role of  
Social Media Chapter Five:  
What Does Bulk Mail Have  
to Do with Major Gifts?  
Part Two-- Are You Ready  
to Ask for a Major Gift?  
Preparing to Ask Chapter  
Six: Who Will You Ask for  
Major Gifts? Chapter  
Seven: Researching Your  
Prospects: The Fine Line  
between Professional and  
Creepy Chapter Eight: The  
Art and Science of Getting  
a Meeting: How to Meet

With People You Know--  
and with People You Don't  
Chapter Nine: How to  
Build Deeper  
Relationships with Major  
Gift Prospects Part Three--  
The Moment of Truth:  
Asking and Beyond  
Chapter Ten: Get Ready  
to Ask Chapter Eleven:  
The Moment of Truth  
(Time to Ask) Chapter  
Twelve: More Than Simply  
Thank You Part Four--  
Taking Your Organization  
to the Next Level Chapter  
Thirteen: Considering a  
Capital Campaign?  
Chapter Fourteen: Can a  
Small Shop Really Do

Planned Giving? Chapter  
Fifteen: Moving on Up:  
Taking Your Organization  
to the Next Level  
*Fundraising* John Wiley &  
Sons  
Through a series of candid  
personal interviews with  
nearly one hundred  
donors, *Why the Wealthy  
Give* offers an in-depth  
look at the world of elite  
philanthropy. Francie  
Ostrower focuses on the  
New York City area, with  
its high concentration of  
affluent donors, to explore  
both the motivations of  
individual donors and the  
significance of

philanthropy for the culture and organization of elite groups. In so doing, she offers an account of why the wealthy give that also provides insight into the nature of elite culture, status, identity, and cohesion. Emphasizing the diversity of philanthropy, the book also shows how and why different types of donors support different causes. It further demonstrates how, in the face of considerable change, elite philanthropy has adapted and therefore endured. A

timely discussion explores the ways in which elite donors view the respective roles of government and philanthropy. Why the Wealthy Give shows that elite philanthropy involves far more than writing a check. The wealthy take philanthropy and adapt it into an entire way of life that serves as a vehicle for the social and cultural life of their class. This is reflected in the widespread popularity of educational and cultural causes among donors. At the same time, Ostrower

finds divergent patterns of giving that reflect alternative sources of donor identity, such as religion, ethnicity, and gender, and explains why certain kinds of donors are more or less likely to diverge from the prestige hierarchy of their class in their philanthropy. The Ask Conducting a Successful Annual Giving Program Practical tools and techniques to incorporate ethical standards and practices in nonprofit fundraising Nonprofit Fundraising Strategy

features a wealth of practical tools to help fundraising practitioners, board members, and governing boards implement these essential concepts into their own organizations.

*Expanding the Donor Base in Higher Education*

Jossey-Bass

Nonprofits' behind-the-scenes fundraising functions--information systems, development technologies, research, managing prospects, and stewardship--not only support an organizations' overall development

efforts but also are key to long-term success. A first-of-its-kind resource, *Conducting a Successful Development Services Program* draws together in one book a tremendous body of knowledge on planning and managing an innovative and effective development services program. Written by master fundraiser Kent Dove, the book guides you through the process of identifying, researching, and managing prospects; creating, storing, and using data and

information; and, properly administering gifts and showing appreciation to donors. An extensive resource section offers you a wealth of examples from real-life organizations.

More Than a Thank You

Note Jossey-Bass

Praise for *Fired-Up Fundraising: Turn Board Passion into Action* "Fired-Up Fundraising is honest, realistic, practical, and inspiring. It transforms the whole concept of fundraising from obligation and drudgery into passion and fun.



Every CEO, development director, development consultant, and board chair needs to have and use this book." —Charles F. (Chic) Dambach President and CEO, Alliance for Peacebuilding Former Senior Consultant, BoardSource "A breakthrough! Fired-Up Fundraising takes the mystery out of engaging your board in the ongoing work of fundraising. In this well-organized little book, Gail Perry lays out a commonsense, four-step process that will fire up your board and help you

meet your fundraising goals, year after year." —Mal Warwick author of How to Write Successful Fundraising Letters "Fired-Up Fundraising: Turn Board Passion into Action is by far the best book I have ever read on how to involve board members in the entire process of fundraising, from identifying prospects, cultivating them, and finally making 'the ask.' Just as important, it is an invaluable guide on how to select, enlist, train and especially inspire board members so they take

ownership of their institutions. Every nonprofit CEO and development officer should read this book." —Robert L. Gale President Emeritus, Association of Governing Boards of Universities and Colleges and founder of BoardSource (formerly known as the National Center for Nonprofit Boards) "This is the book for which EVERY nonprofit chief executive has been yearning since time immemorial. Every nonprofit needs money to survive and thrive, and

every nonprofit has a board of trustees to help raise it, but few nonprofits come anywhere near using their boards to maximum benefit. *Fired-Up Fundraising*, a reader-friendly, realistic, and practical playbook written by a richly experienced, highly literate fundraiser turned consultant, takes readers by the hand and leads them step-by-step through eminently doable ways of inspiring the greatest possible engagement of-and return from-their trustees. It will instantly become the

gold-standard guide for building successful boards." —Joel Fleishman Professor of Law and Public Policy and Director, The Foundation Research Program, Duke University  
*Why the Wealthy Give*  
 SAGE  
 Encompassing community development, organizing, planning, & social change, as well as globalisation, this book is grounded in participatory & empowerment practice. The 36 chapters assess practice, theory & research methods.  
*Using Data to Guide*

*Strategy* Routledge  
 As nonprofit organizations face heightened scrutiny by the general public, donors, regulators, and members of Congress, the Third Edition of the essential book on the basics of fundraising provides new, up-to-date and valuable information that every fundraiser needs to know. With ethics and accountability being the primary theme of the Third Edition, this practical guide will continue to provide an overview of the field and give development staff,

managers, and directors a platform from which to operate their fundraising programs. The new edition also provides much needed information on giving trends, computer hardware and software available for fundraisers, cost estimates and workflow timetables, and the importance of the Internet. This primer remains a must-have for anyone new to the fundraising arena.

*A Better Way to Lead Your Mission-based Organization* John Wiley &

Sons

A landmark three-volume reference work documenting philanthropy and the nonprofit sector throughout American history, edited by the field's most widely recognized authority. \*

Over 200 A-Z entries on people, events, organizations, and ideas in U.S. philanthropic history \* Nearly 200 contributors--distinguished scholars from a variety of disciplines \* Over 75 primary source documents from the Poor

Laws of 1601 to excerpts from the Filer Commission Report of 1975 \*

Chronology of important events in philanthropic history

*Because Nonprofits Are Messy* Arts Extension Service

Americans donate over 300 billion dollars a year to charity, but the psychological factors that govern whether to give, and how much to give, are still not well understood. Our understanding of charitable giving is based primarily upon the

intuitions of fundraisers or correlational data which cannot establish causal relationships. By contrast, the chapters in this book study charity using experimental methods in which the variables of interest are experimentally manipulated. As a result, it becomes possible to identify the causal factors that underlie giving, and to design effective intervention programs that can help increase the likelihood and amount that people contribute to a cause. For charitable

organizations, this book examines the efficacy of fundraising strategies commonly used by nonprofits and makes concrete recommendations about how to make capital campaigns more efficient and effective. Moreover, a number of novel factors that influence giving are identified and explored, opening the door to exciting new avenues in fundraising. For researchers, this book breaks novel theoretical ground in our understanding of how

charitable decisions are made. While the chapters focus on applications to charity, the emotional, social, and cognitive mechanisms explored herein all have more general implications for the study of psychology and behavioral economics. This book highlights some of the most intriguing, surprising, and enlightening experimental studies on the topic of donation behavior, opening up exciting pathways to cross-cutting the divide between theory

and practice.  
Advancing Philanthropy  
 John Wiley & Sons  
 Conducting a Successful  
 Major Gifts and Planned  
 Giving Program—the fifth  
 volume in the  
 groundbreaking Dove on  
 Fundraising Series—is a  
 complete guide to  
 establishing and  
 sustaining a major gifts  
 and planned giving  
 program in a nonprofit  
 organization. Written by  
 master fundraiser Kent E.  
 Dove and coauthors Alan  
 M. Spears and Thomas W.  
 Herbert, this essential  
 resource includes the

information needed to  
 build a viable major gifts  
 and planning giving  
 program and offers a  
 clear understanding of the  
 law as it pertains to a  
 variety of planned giving.  
 The authors address the  
 full spectrum of major  
 gifts and planned giving  
 principles, including  
 research, cultivation,  
 solicitation, and  
 stewardship. Conducting a  
 Successful Major Gifts and  
 Planned Giving Program  
 describes how to involve a  
 governing board in the  
 program and craft a gift  
 acceptance policy. It also

outlines how to manage  
 the program, develop a  
 budget, set goals, define  
 what resources are  
 needed, and determine  
 when to use consultants.  
 Conducting a Successful  
 Major Gifts and Planned  
 Giving Program also  
 includes a resource  
 section that contains a  
 wealth of illustrative real-  
 world examples.  
*Transformational  
 Leadership for  
 Fundraisers* John Wiley &  
 Sons  
 Hank Rosso's *Achieving  
 Excellence in Fund  
 Raising*, 3rd Edition,

explains the fund raising profession's major principles, concepts and techniques. A host of respected authors demonstrate why fund raising is a strategic management discipline, and elucidate each step in the fund raising cycle: assessing human and societal needs, setting goals, selecting gift markets and fund raising techniques, soliciting new gifts, and encouraging renewals. This book provides a conceptual foundation for the fund raising profession,

thoroughly examining its principles, strategies and methods. Using practical examples, the authors explain the reasoning behind the planning and selection of strategies for all fund raising activities. Edited by Gene Tempel, Executive Director of Indiana University's Center on Philanthropy, this third edition of the Rosso's fund raising classic both retains the original philosophical principles of the first edition and offers new insights on recent fund raising developments.

Each chapter has been updated, and Tempel has added new sections on technology and fund raising, the internet, women as donors, stewardship, and fund raising as a profession. Authors include such fund raising luminaries as Tim Seiler, Dwight Burlingame, Lilya Wagner, Mal Warwick, Kay Sprinkel Grace and Kim Klein. [A Comprehensive Guide and Resource](#) SAGE The Fundraising Feasibility Study It's Not About the Money "This in-depth and accessible

collection of essays by fundraising experts goes a long way in demystifying the capital campaign feasibility study. . . . It is a must read for administrators and trustees of any charitable organization considering embarking on a capital campaign." -John Bloom, Director-Advisory Services RSF Innovations in Social Finance "At last, a book that tells all about a pre-campaign development planning study (aka feasibility study). From the role of the organization and its board

to the role of the consultant and development staff, this book documents how readiness is the path to success . . . . If you've always wondered how conclusions are drawn, findings explained, and recommendations developed, read this book. It's all here." -James M. Greenfield, ACFRE, FHP, author, Fund Raising: Evaluating and Managing the Fund Development Process and Fundraising Fundamentals and editor, The Nonprofit Handbook: Fund Raising, Third

Edition "The Fundraising Feasibility Study provides fundamental information on one of the most important, if little understood, elements of successful fundraising. Written by a cadre of the most experienced and knowledgeable professionals in the field, it offers insights and useful information that will be valuable to practitioners and scholars alike." -James P. Gelatt, PHD, Professor, Graduate School of Management & Technology University of Maryland University

College  
How to Ask Anyone for  
Any Amount for Any  
Purpose Harvard Business  
 Press  
 Winner of the Association  
 of Fundraising  
 Professionals 2014  
 Skystone Partners  
 Research Prize in  
 Philanthropy and  
 Fundraising Traditionally,  
 institutions have relied on  
 wealthy White men to  
 reach their fundraising  
 goals. But as state  
 investment in public  
 higher education lessens  
 and institutions look to  
 philanthropy to move

from excellence to  
 eminence, advancement  
 officers continually need  
 to engage all populations,  
 including many that have  
 historically been excluded  
 from fundraising  
 strategies. Based on  
 theory, research, and past  
 practice, *Expanding the  
 Donor Base in Higher  
 Education* explores how  
 colleges and universities  
 can build culturally  
 sensitive fundraising and  
 engagement strategies.  
 This edited book presents  
 emerging research on  
 different communities  
 that have not traditionally

been approached for  
 fundraising—including  
 Lesbian, Gay, Bisexual,  
 Transgender, and Queer  
 (LGBTQ) alumni, African  
 Americans, Latinos,  
 graduate students, young  
 alumni, women, and  
 faculty donors. Chapters  
 discuss and analyze  
 successful programs and  
 provide practical  
 suggestions and  
 strategies to create and  
 implement fundraising  
 programs that engage  
 these new donor  
 populations. *Expanding  
 the Donor Base in Higher  
 Education* is an essential



resource for any institution looking to expand their pool of donors and cultivate a more philanthropic mindset among alumni and students.

Jossey-Bass

"The Storytelling Non-Profit is a portable consultant for fundraisers, communicators and executive directors who want to tell great stories. In this book, professionals will learn a process for telling a story that inspires and resonates with a target audience."-- Back cover.

*Engaging Non-Traditional Donors* American Bar Association  
The Model Rules of Professional Conduct provides an up-to-date resource for information on legal ethics. Federal, state and local courts in all jurisdictions look to the Rules for guidance in solving lawyer malpractice cases, disciplinary actions, disqualification issues, sanctions questions and much more. In this volume, black-letter Rules of Professional Conduct are followed by numbered

Comments that explain each Rule's purpose and provide suggestions for its practical application. The Rules will help you identify proper conduct in a variety of given situations, review those instances where discretionary action is possible, and define the nature of the relationship between you and your clients, colleagues and the courts.

**A Guide for Nonprofit Boards and Fundraisers (AFP Fund Development Series)**  
Elsevier

**DEVELOPMENT FOR ACADEMIC LEADERS** In addition to their other duties, academic leaders are expected to network with potential donors and to be productive and enthusiastic fundraisers. More often than not, however, academic leaders are given little or no training on how to be savvy fundraisers for their institutions. *Development for Academic Leaders* is a much-needed resource that offers a concise yet comprehensive guide to fundraising for those who are new to the process.

The book clarifies roles, responsibilities, programs, activities, politics, and funding sources as well as offering a review of the overall process. Written by Penelepe C. Hunt, a successful practitioner of and noted expert in academic fundraising, the book includes information on attracting and retaining effective development officers and contains suggestions for deans (and other campus leaders) for working effectively with these valued members of their institutions. Hunt

introduces novice fundraisers to the cycle of giving (identification, qualification, cultivation, solicitation, and stewardship) and provides information on how and when to take part in the fundraising process. She defines the various types of funding including annual gifts, major gifts, planned gifts, and principal gifts and reveals why ascertaining which type of gift will be most appealing to a donor is an important part of planning for a successful solicitation. *Development*

for Academic Leaders also contains suggestions for overcoming reluctance on the part of leaders to ask potential donors for a gift. Hunt explains that donors do not give merely because our programs need and deserve support. They give because of their own desires, passions, and aspirations. Development for Academic Leaders also reveals the importance of participating in your institution's overall development communications efforts and offers a general

overview of campaign and event principles and how you can use these funding strategies to the advantage of your college. For any academic leader who participates in their program's fundraising efforts, this important resource offers a wealth of information for becoming a creative, skilled, and successful part of the fundraising team.

**Fundraising Basics: a Complete Guide** John Wiley & Sons

In this sequel to the highly respected and practical

1993 book on fund raising, Worth and his group of authoritative contributors cover areas that did not even exist in this field in 1993, including the concepts of "principal gifts" and "benchmarking." They adapt strategies from Worth's earlier book and introduce many new ones to meet current challenges and take advantage of new opportunities. Comprising 31 chapters divided into ten logical parts, the authors provide a complete picture of this

field, which is so important to leaders in higher education. Beginning with a strong base of knowledge, the authors then discuss topics ranging from raising funds from individuals; creating the campaign (accounting, long-range planning, leadership, the mission, kickoff); corporate and foundation support; traditions of giving; managing and supporting development programs; ethical concerns; and trends for the future. Michael Worth gives a

great deal of attention to the environment in which those responsible for advancement in higher education have to work today. The book addresses new areas in the field that didn't exist when Worth wrote his first edition of this book in 1993. For example, the use of financial instruments in the planning of gift giving are more sophisticated, and business techniques have been tapped to improve management of programs and measurement of success. Part II of the

book describes the underlying foundations of educational fund raising in three chapters, each written by an expert contributor. This section of the book describes the base of knowledge in the field (theory and research) and discusses the institutional plan and its relationship to the goals and objectives of the institution. Part V, covers corporate and foundation support, which is based on reasoned strategies and business plans and goals rather than on altruism and

emotion, which can often be the foundation for individual giving. The book also includes a glossary and a selective bibliography.

**The Handbook of Community Practice**

Greenwood Publishing Group

With funding for nonprofits shrinking and global markets shaky, our business and social sectors are both confronting an increasingly uncertain future. Many organizations are searching for innovative

strategies that will counter the mounting pressures felt by communities and corporations alike. Common Interest, Common Good argues that forward-looking businesses and social sector organizations (both nonprofit and government) can solve many of their problems by working together-while serving the common good in the process. According to Shirley Sagawa and Eli Segal, alliances between for-profit and the not-for-profit industries yield

enormous benefits for both. Businesses can boost their bottom line by leveraging a nonprofit partnership to enhance their image, reach new markets, increase consumer loyalty, and build a positive reputation with current and prospective employees. The upside is just as powerful for nonprofits, because an alliance with a corporation can provide crucial funds and visibility while helping to attract new volunteers and donors. Common Interest, Common Good showcases

many such successful partnerships, from corporate sponsorships and cause-related marketing to employee volunteer programs and school-to-work initiatives. The authors also offer some much-needed

guidance for avoiding many of the pitfalls that can undermine even the best alliances. A convincing, deeply felt book by two authors who have devoted much of their careers to helping public and private sectors find profitable new ways

of working together, Common Interest, Common Good is a guided tour of the progressive new strategies that can contribute to the purpose of our businesses and the prosperity of our communities.

Best Sellers - Books :

- [Baking Yesteryear: The Best Recipes From The 1900s To The 1980s By B. Dylan Hollis](#)
- [How To Win Friends & Influence People \(dale Carnegie Books\) By Dale Carnegie](#)
- [It Ends With Us: A Novel \(1\) By Colleen Hoover](#)
- [The Shadow Work Journal: A Guide To Integrate And Transcend Your Shadows](#)
- [The Housemaid By Freida Mcfadden](#)
- [Oh, The Places You'll Go! By Dr. Seuss](#)
- [Chicka Chicka Boom Boom \(board Book\)](#)

- You Will Own Nothing: Your War With A New Financial World Order And How To Fight Back By Carol Roth
- Chicka Chicka Boom Boom (board Book) By Bill Martin Jr.
- Why A Daughter Needs A Dad: Celebrate Your Father Daughter Bond This Father's Day With This Special Picture Book! (always In