



# **Fund Raising: Evaluating and Managing the Fund Development Process (AFP / Wiley Fund Development Series)**

*James M. Greenfield*

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"Proper application of the fund development process can define an organization's potential for public support and the direct means to achieve it, and can realize, even predict with reliability, the income an organization can and should expect at any moment in time."--James M. Greenfield.

As the driving force behind every not-for-profit, fund raising is a key to an organization's success in fulfilling its mission. However, while it's important to develop the skills needed to raise money, it's equally important to know how to allocate it properly in order to meet your goals. Now revised and expanded, this practical resource provides an accessible game plan for not only raising funds, but also developing them effectively for increased productivity and profitability.

Written by James M. Greenfield, a leading authority in the field, Fund Raising takes you step-by-step through the entire fund development process, from planning and marketing to community relations and donor management. Beginning with an examination of philanthropic history and perspective, it goes on to describe the individual elements of the development process, as well as the organizational requirements needed for the process to work. With detail and clarity, Greenfield covers such essential bases as the evaluation of program effectiveness, policies and procedures for public solicitation, the fund raising environmental audit, matching gift programs, donor recognition, special projects campaigns, and much more. Threaded throughout the book is the theme of "friend raising and relationship building," both vital components of increasing capability and capacity to address the needs of today, with an eye toward those of tomorrow.

Along with an added, in-depth discussion of ethics, the Second Edition introduces new best practices that have developed over the past few years, and features updated data, useful worksheets, such as economic statistics, demographics, and reports from the American Association of Fund-Raising Council. Packed with numerous examples, case studies, and checklists, this exhaustive resource is essential reading for anyone looking to achieve--and maintain--fund-raising success.

"There is the current need for a better understanding of how the fund development process can best be utilized and improved so that community benefits can be realized with adequate funding. This book is intended to be a contribution to that end." --from the Preface

Now revised and expanded, this practical resource takes you through the entire fund development process, giving you the master plan necessary for realizing the full fund-raising potential of your nonprofit organization. Covering everything from accountability and stewardship to public solicitation and donor relations, the Second Edition has been updated to include the latest economic figures, demographics, and reports from the American Association of Fund-Raising Council, as well as an added, in-depth discussion of ethics, worksheets for performance analysis, and new best practices that have developed over the past few years.

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