

# ASSOCIATION OF FUNDRAISING PROFESSIONALS (AFP) PIERPONT-WELDE AFFILIATE LIBRARY COLLECTION

## Library!

"The Pierponte-Welde Affiliate Library collection includes 36 selected works on fundraising and philanthropy, representing the fundamental knowledge base of the [fundraising] profession." The publications listed below are included in the Certified Fundraising Executive (CFRE) list of recommended study resources and are available for check-out from the Funding Information Center at the downtown Boise Public Library.

### **AFP Tool Kit Series #1: Sample Job Descriptions in Fundraising.**

FIC 658.1522 SAMPLE 2002

Provides detailed job descriptions for roles in fundraising management, administration, board leadership and committees, and employee relations. Also includes a job analysis questionnaire and suggestions for writing job descriptions.

### **Grace, Kay Sprinkel. *Beyond Fundraising : New Strategies for Nonprofit Innovation and Investment.***

FIC 658.15 GRACE 2005

Advocates an increased understanding of fundraising and development principles by nonprofit executives and managers. Chapters cover such topics as values, changing attitudes, leadership, capitalizing the community's investment, stewardship, board development, levels of board and staff operation, and planning. Indexed.

### **Ross, Bernard; Segal, Clare. *Breakthrough Thinking for Nonprofit Organizations: Creative Strategies for Extraordinary Results.***

FIC 658.048 ROSS 2002

Introduces the internal and external drivers for change that nonprofits must respond to, then provides a framework for planning and implementing strategies for excellence. Explains how to set benchmarks for outstanding performance, how to expand creativity and enhance the learning cycle, and how to minimize narrow thinking. Explains what the respective roles

of board members and managers should be in this transformative process. Illustrated with case studies from organizations in the U.S. and abroad. Includes bibliographic references and an index.

### **Weinstein, Stanley. *Capital Campaigns from the Ground Up: How Nonprofits Can Have the Buildings of their Dreams.***

FIC 658.1522 WEINSTE 2004

This handbook covers all the major elements of a fundraising campaign to build or renovate, and also devotes chapters to the special situations of churches and historic preservation projects. Strategies for prospect research, creating a case for support, and volunteer training are all addressed. Numerous sample documents for every stage of the process are included.

### **Wagner, Lilya. *Careers in Fundraising.***

FIC 658.1522 WAGNER 2002

Begins with an overview of the independent sector and how it relates to the government and business spheres. Gives a brief history of the profession of fundraising; also discusses the role of the development staff in a nonprofit. Types of positions, skills required, and academic and real-life preparation are also explored. Includes bibliographic notes and an index.

### **Daw, Jocelyne. *Cause Marketing for Nonprofits: Partner for Purpose, Passion, and Profits.***

FIC 361.763 DAW 2006

The guide begins with a discussion of the cause-marketing movement and outlines major trends that have emerged. The



**Boise Public  
Library**

#### **Main Library**

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208-384-4076  
TTY: 1-800-377-3529

main sections present a strategic approach for developing cause-marketing partnerships with companies. Also identifies best practices and examines several case studies. Indexed.

Weinstein, Stanley. ***The Complete Guide to Fundraising Management.***

FIC 658.1522 WEINSTE 2002

A comprehensive treatment of fundraising principles and practices, including information about creating case statements, record keeping, prospect research, cultivating donors, major gifts, grants, direct mail, telemarketing, special events, planned giving, and capital campaigns. Covers management and human resources issues, planning, budgeting, ethics, and evaluation of a fundraising program. Indexed.

Dove, Kent E.; Lindauer, Jeffrey A.; Madvig, Carolyn P. ***Conducting a Successful Annual Giving Program: a Comprehensive Guide and Resource.***

FIC 658.1522 DOVE 2001

A comprehensive textbook covering the primary components and considerations of planning, conducting, and evaluating annual giving campaigns. The plan may begin with market testing, and will include direct mail, special events, telemarketing or in-person solicitation. Staff and volunteer responsibilities are outlined, and the progress of the campaign is plotted out. A lengthy resource guide gives a sample calendar, Web site examples, a corporate solicitation plan, and numerous worksheets and real-life examples. Indexed.

Dove, Kent E. ***Conducting a Successful Capital Campaign.***

FIC 658.1522 DOVE 2001

Written for a wide range of nonprofit organizations, this book offers a blueprint for planning and managing a successful capital campaign. Chapters cover such topics as preparatory assessments, characteristics of a case statement, and the usefulness of a gifts table. Includes discussions on topics such as linking strategic planning to fundraising, conducting external market surveys, defining campaign leadership roles, concluding campaign activities, drafting final reports, and auditing the productivity of the campaign. An extensive resources section includes sample reports, forms, brochures, and a complete volunteer kit, plus chapters on the use of technology in fundraising and financial leadership gifts. This section also includes real-world examples of campaign issues and a "Continuous Lifetime Giving Program" model. Concludes with index and bibliography.

Dove, Kent E.; Spears, Alan M.; Herbert, Thomas W.

***Conducting a Successful Major Gifts and Planned Giving Program: a Comprehensive Guide and Resource.***

FIC 658.1522 DOVE 2002

Explains how to identify prospects for major gifts, and how this level of philanthropy relates to planned giving. Outlines how to build a program for this type of fundraising and how to market it. Also delves into the tax issues that fundraisers need to understand. Part two of the book is a resource guide with various sections, including a sample letter of inquiry and proposal, sample brochure, templates for drawing up trust agreements, and a financial planner for donors. Includes bibliographic references and an index.

Dove, Kent E.; Martin, Vicky L.; Wilson, Kathy K.; Bonk, Mary M.; Beggs, Sarah C. ***Conducting a Successful Development Services Program: a Comprehensive Guide and Resource.***

FIC 658.1522 CONDUCT 2002

Development services are the varied activities that support the fundraising effort, such as research and technology. This book delves into planning and implementation of these ancillary, but crucial, operations and organizing them in order to encourage and steward donors. Part two of the book is a resource guide with numerous forms, logs, worksheets and sample documents, including vision and mission statements, ethics codes, acknowledgement letters, gift agreement templates, and many others. Indexed.

Dove, Kent E. ***Conducting a Successful Fundraising Program: a Comprehensive Guide and Resource.***

FIC 658.1522 DOVE 2001

Organized in two parts, the first part offers chapters (some written by contributing authors) on several different types of fundraising, including annual campaigns, major gifts, planned giving, foundation and corporate grants, with additional chapters on how to choose among the fundraising options, how to motivate volunteers, use of technology in the effort, and accountability. Part two provides samples of many documents needed by fundraisers including mission statements and case statements, direct mail pieces, telemarketing scripts, volunteer's kit, letter proposals, pledge forms, and reports. Includes a bibliography and index.

Burlingame, Dwight F. (ed.) ***Critical Issues in Fund Raising.***

FIC 658.1522 CRITICA 1997

Researchers and practitioners address the major issues in the current state of fundraising, including demographics and

donor motivation, strategies, marketing, ethics, regulation and law, cost-effectiveness and financial management. Also provides perspective on fundraising in Western Europe. Indexed.

Petty, Janice Gow. ***Cultivating Diversity in Fundraising.***  
FIC 361.7068 PETTEY 2002

Written by various experts, the book is a compilation of strategies for fundraising among minority groups in the United States: African Americans, Hispanics, Native Americans, and Asian Americans. For each group, the authors provide a brief history of their experience in the U.S., demographic statistics about the group in today's society, and an explanation of their traditions of philanthropy. Also illustrates the principles with six case studies—with discussion questions—of successful fundraising with these communities. With bibliographic references and an index.

Fredricks, Laura. ***Developing Major Gifts: Turning Small Donors into Big Contributors.***  
FIC 361.7068 FREDERIC 2001

After first explaining what makes for a "major gift," elaborates on the essential preliminary steps, visiting prospects, making the "ask," and developing stewardship. Each section contains various appendices with sample forms and policies. Includes bibliography and index.

Johnston, Michael (ed.) ***Direct Response Fund Raising: Mastering New Trends for Results.***  
FIC 658.1522 JOHNSTO 2000

Practical guide to the use of direct mail, internet, CD-ROMs and other trends in fundraising programs. Includes tips to reinvigorate direct mail campaigns and examples based on real-life experiences.

Fischer, Marilyn. ***Ethical Decision Making in Fundraising.***  
FIC 361.7068 FISCHER 2000

Covers various issues such as diversity, conflict-of-interest, the role of trust, relationships with donors and volunteers, privacy, and other subjects. Case studies are given to illustrate the material. Includes bibliographic references and an index.

Greenfield, James M. ***Fundraising Fundamentals: a Guide to Annual Giving for Professionals and Volunteers.***  
FIC 361.7068 GREENFI

Presents various methods and techniques for annual drive fundraising, utilizing the fictitious Clean Up Cleveland Chapter

of the Campaign to Clean Up America. This hypothetical example was invented by Bruce R. Hopkins to illustrate "Starting and Managing a Nonprofit Organization: A Legal Guide," third edition, to which this guide serves as a companion. Describes nine principal methods including direct mail, membership associations, telemarketing, donor clubs, corporate and foundation support, online fundraising, special events, and volunteer-led solicitation. Illustrated with numerous sample letters, gift reports, and other documents. Includes references and index.

Klein, Kim. ***Fundraising in Times of Crisis.***  
FIC 361.7068 KLEIN 2004

Klein asserts that nonprofits are in a very unusual situation, probably of long duration, that can ultimately threaten their ability to carry out their programs. The economy has affected individuals and institutional givers' ability to donate; the war on terrorism has chilled the interest in giving to controversial causes; the growth of the nonprofit sector (creating greater competition), scandals, and "mission drift" have all contributed to unprecedented challenges in the new millennium. Klein provides guidance on pursuit of specific techniques for the next year, as well as longer-term strategies.

Sargeant, Adrian; Jay, Elaine. ***Fundraising Management: Analysis, Planning and Practice.***  
FIC 361.7068 SARGEAN 2004

The book covers many major concerns involved in planning and implementing fundraising campaigns from individuals, corporations, foundations, and trusts. Authors also deal with research tools as they relate to major gifts and bequests. Other topics such as electronic tools, benchmarking, and ethical issues are discussed in the final section. Indexed.

Warwick, Mal (ed.); Hart, Ted (ed.); Allen, Nick (ed.)  
***Fundraising on the Internet: the ePhilanthropy Foundation.org's Guide to Success Online.***  
FIC 658.1522 FUNDRAI 2002

A compendium by various specialists, the coverage includes how to recruit donors online, managing Web site content, use of charity portals, and electronic prospect research among many other topics. Case studies of successful use of the medium feature Comic Relief, Harvard, Stanford, and Wake Forest universities, and the Heifer Project International. Includes glossary and index.

Rosso, Henry A.; Tempel, Eugene R. (ed.) ***Hank Rosso's***



**Achieving Excellence in Fund Raising.**

FIC 658.1522 ROSSO 2003

Comprehensive coverage of successful and ethical fundraising principles, concepts, and techniques. Chapters, each written by a specialist, focus on institutional readiness for fundraising; the applications, requirements and interconnectedness of fundraising methods; managing the fundraising process; and keys to success in fundraising. Contains numerous figures, tables, and exhibits. Forward by Paulette Maehara. Includes bibliographical references and an index.

Wagner, Lilya. **Leading Up: Transformational Leadership for Fundraisers.**

FIC 658.1522 WAGNER 2005

Directs professional fundraisers to lead from whatever rank or position they hold in order to motivate colleagues and co-workers. Discusses the skills and traits needed to be successful in their philanthropic roles and how to develop and practice these characteristics.

Pidgeon, Walter P., Jr. (ed.) **The Legislative Labyrinth: a Map for Not-for-Profits.**

FIC 328.7307 LEGISLA 2001

A guidebook that lays the groundwork for advocacy, explains the U.S. Congressional process, and how lobbying can play a major role in fulfilling the mission of a nonprofit. Delves into political action committees, use of mass media, developing coalitions and partnerships, and hiring professional consultants and lobbyists. Explains various tests that are applied by the IRS in this area of activity, and how to measure allowable lobbying. Finally, helps to create a successful plan of action, beginning with a needs assessment. Indexed.

Walker, Julia Ingraham. **Nonprofit Essentials: The Capital Campaign.**

FIC 658.1522 WALKER 2005

A handbook that describes the major component steps of a capital campaign and outlines the planning stages that are necessary to success. Indexed.

Newman, Diana S. **Nonprofit Essentials : Endowment Building.**

FIC 658.1522 NEWMAN 2005

Covers the multiple steps involved in this specialized type of fundraising, especially planning, establishing policies, and managing prospects. Appendices include numerous sample forms and worksheets. Includes glossary, bibliographical

references, and index.

Walker, Julia Ingraham. **Nonprofit Essentials: Major Gifts.**

FIC 658.4028 WALKER 2006

Covers the primary steps involved in planning and implementing major gifts campaigns. Two case studies are included in the appendix. Indexed.

Woodward, Jeannette. **Nonprofit Essentials : Managing Technology.**

FIC 658.4038 WALKER 2006

Covers multiple topics related to technology in nonprofits, including planning, types of software applications, technical support, hiring and training, supervision of employees and volunteers, and system protection. Indexed.

Lysakowski, **Nonprofit Essentials: Recruiting and Training Fundraising Volunteers.**

FIC 361.7068 LYSAKOW 2005

Examines methods for recruiting volunteers and the materials needed to implement a successful recruitment strategy. Particular emphasis is placed on the role of the campaign chair. The role of board members as volunteer fundraisers is addressed as are strategies for motivation and retention of volunteers.

Greenfield, James M. (ed.) **The Nonprofit Handbook : Fund Raising.**

FIC 658.1522 NONPROF 2001

This compilation provides contributions by numerous experts who share information on the entire scope of fundraising, including the "how to" of actual solicitation activities. Divided into seven parts: Managing Fund Development, Ethics and Governance, Environmental and Institutional Readiness, Annual Giving Programs, Major Giving Programs, Select Audiences and Environments, and Support Ingredients. Worksheets, checklists, exhibits, and bibliographic references are given throughout.

Connors, Tracy Daniel (ed.) **The Nonprofit Handbook: Management.**

FIC 658.048 NONPROF 2001

This handbook is a comprehensive reference guide to best practices and procedures for nonprofits and consists of contributions by many specialists. The book is organized around three large concepts: effectiveness (change management, strategic planning, marketing, communications,



internet strategies, information systems, and technology); efficiency (revenue, fundraising, earned income and commercial ventures, financial management, and tax issues); and evolutionary environment (human resources, ethics governance and leadership, vision, volunteers, and legal issues). Each section contains bibliographic references. Indexed.

Fry, Robert P., Jr. ***Nonprofit Investment Policies: Practical Steps for Growing Charitable Funds.***

FIC 658.1522 FRY 1998

Covers the laws that apply to nonprofits and provides an introduction to modern portfolio theory. Includes a discussion of internal organizational components of investing, getting started, and accounting and performance reporting. Final chapters cover unique nonprofit issues, such as investment policy as a fundraising tool. Appendices include sample forms and policies, such as gift-acceptance policies, monthly and quarterly reports, endowment resolutions, and general and specific investment policies. Indexed.

Newman, Diana S. ***Opening Doors: Pathways to Diverse Donors.***

FIC 361.7068 NEWMAN 2002

A fundraising guidebook that discusses the philanthropic traditions of four broad minority groups: African Americans, Asian Americans, Latinos, and Native Americans. Includes useful examples and tips for planning personal meetings, special events, and direct mail campaigns. Provides suggestions on building endowments and collaborating with diverse groups. Includes bibliographical references and index.

Sharpe, Robert F., Sr. ***Planned Giving Simplified: the Gift, the Giver, and the Gift Planner.***

FIC 361.7068 SHARPE 1999

Divided into three major sections: "The planned gift" describes the types of planned gift instruments available to today's donors, types of property that may be donated, deferred gifts, and other options, such as giving-for-income plans (charitable remainder unitrusts, annuity trusts, for example). "The planned giver" describes "typical" donors, motivations for giving, fears of prospective planned givers. "The gift planner" details the types of individual gift planners as well as corporate entities that provide similar services, and describes how each operates. Concluding chapters deal with the roles of the nonprofit agency's board of trustees and the chief executive officer. Includes glossary and index.

Burnett, Ken. ***Relationship Fundraising : a Donor-Based Approach to the Business of Raising Money.***

FIC 658.1522 BURNETT 2002

A guidebook that presents a donor-based approach to fundraising. Discusses prospect research, donor attitudes, marketing, donor relations, bequests, common mistakes, and new challenges. Chapters end with a list of "action points" that help readers apply key concepts. Includes glossary, bibliographical references, and index.

Pidgeon, Walter P., Jr. ***The Universal Benefits of Volunteering : a Practical Workbook for Nonprofit Organizations, Volunteers, and Corporations.***

FIC 361.3709 PIDGEON

Written for both nonprofit executives and human resource professionals, offers tips for recruiting, training, and retaining volunteers. Includes step-by-step procedures, checklists, model policies, and sample forms to help nonprofit staff and corporate managers work together to manage the complete volunteer experience.

