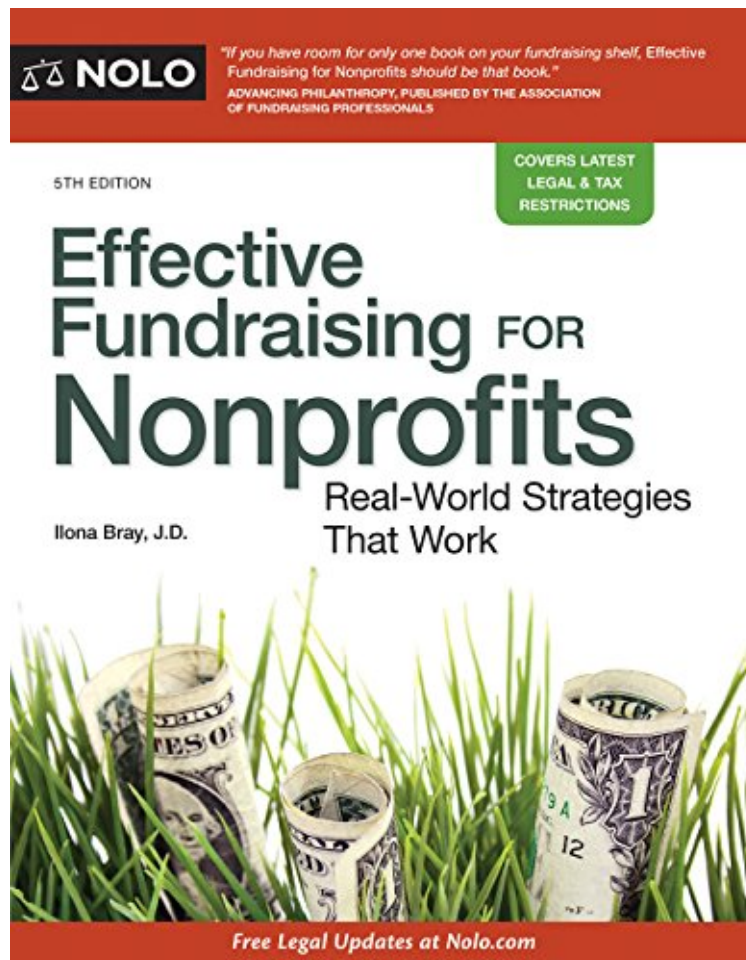


Effective Fundraising for Nonprofits: Real-World Strategies That Work

Ilona Bray

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Ilona Bray : Effective Fundraising for Nonprofits: Real-World Strategies That Work before purchasing it in order to gauge whether or not it would be worth my time, and all praised Effective Fundraising for Nonprofits: Real-World Strategies That Work:

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Getting tax-exempt status for your nonprofit organization is just the first step toward succeeding in your mission -- ultimately, your nonprofit's effectiveness depends entirely on your ability to raise money. Effective Fundraising for Nonprofits will show you how.Featuring advice and stories from over 40 experienced fundraisers, foundation staffers, journalists, and more, this edition of Effective Fundraising for Nonprofits offers strategies for raising donations from

individuals, companies, and institutions, and covers the tools and staff you'll need to get the job done. Find out how to: work with individual donors analyze the donor base plan special events solicit grants from foundations and corporations get media coverage use the Web to further fundraising goals start a side business to raise funds Best of all, *Effective Fundraising for Nonprofits* contains expert advice written in plain English, cutting out the jargon and "consultant speak" that's all too common in many nonprofit books. This easy-to-read book combines the author's legal and fundraising experience with advice and stories from over 50 experienced fundraisers. Offers practical guidance on all the forms of fundraising that a new or small to mid-size nonprofit will need, including working with individual donors, planning special events, soliciting grants from foundations and corporations, getting media coverage, using the Web and social media, and much more. Includes handy worksheets and sample letters.

"Now in an updated fifth edition that covers the latest legal and tax restrictions in the United States, *Effective Fundraising for Nonprofits: Real-World Strategies That Work* is an accessible, plain-terms guide compiled from the experience of over 50 fundraisers, foundation staffers, journalists, and other professionals. Chapters address how to appropriately thank donors (and help them satisfy the IRS), how to attract legacy or inheritance gifts, tax rules for business activities designed to raise funds, research grant prospects, designing a website to draw in donors, outreach via both traditional and social media, and much more. "Test your nonprofit's donor-response experience. It's hard to know, from where you sit, what it's actually like to make an online donation to your organization. You might ask a friend or relative to do so (a few bucks is enough), then to tell you (honestly) how well your organization followed up. Did the 'thank-yous' come as promptly as expected?" An index and a wealth of sample documents and worksheets round out this "must-have" for every American nonprofit organization. It should be noted that no book, including *Effective Fundraising for Nonprofits*, can substitute for the counsel of a trained attorney. However, *Effective Fundraising for Nonprofits* can help the reader identify problematic situations where the hiring services of a trained attorney is a wise idea! Highly recommended." *Money/Finance Shelf, Midwest Book Review*; "If you have room for only one book on your fundraising shelf, *Effective Fundraising for Nonprofits* should be that book." *Advancing Philanthropy*, published by the Association of Fundraising Professionals. "Provides everything one needs to know, from strategy development to practical tips. This is the inside scoop . . ." Bruce Sievers, Ph.D. Senior Fellow, Rockefeller Philanthropy Advisors "Provides clear answers for nonprofits, with advice from fundraisers, foundation staffers and journalists." *San Diego Union-Tribune*; "Gets into the best ways to keep the money flowing in, including using the Web." *Accounting Today* "Nolo Press is one of my favorite publishers of basic books that I keep in a handy spot on my desk. Nolo's *Effective Fundraising for Nonprofits*, by Ilona Bray, is another of their basic must-have's. . . . If you've gotten through the initial set up of your nonprofit unscathed, your next stop should be this book. Funding of your mission is top priority." Joanne Fritz, About.com About the Author Ilona Bray is an author and legal editor at Nolo, specializing in real estate, immigration law, and nonprofit fundraising. She is coauthor of *Becoming a U.S. Citizen*, *U.S. Immigration Made Easy*, *Nolo's Essential Guide to Buying Your First Home* and numerous other top selling books. Bray's working background includes solo practice, nonprofit, and corporate stints, as well as long periods of volunteering, including an internship at Amnesty International's main legal office in London. She received her law degree and a Masters degree in East Asian (Chinese) Studies from the University of Washington. Bray also blogs on Nolo's Immigration Law Blog.