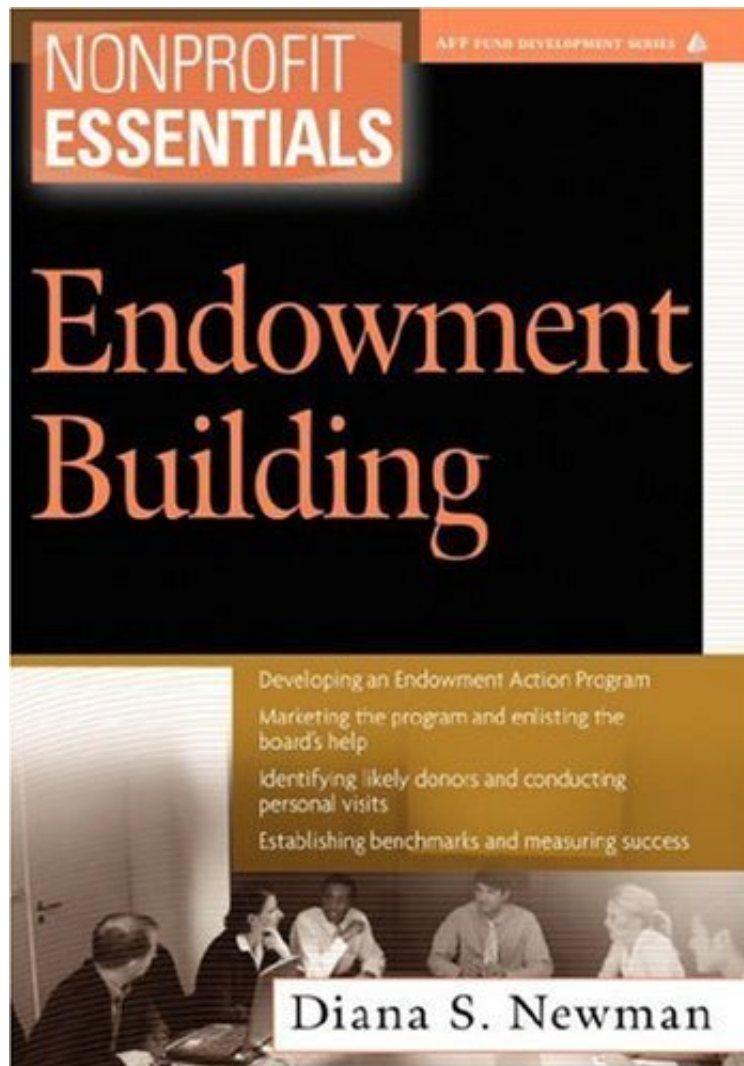


(Library ebook) Nonprofit Essentials: Endowment Building

## Nonprofit Essentials: Endowment Building

*Diana S. Newman*

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**Diana S. Newman : Nonprofit Essentials: Endowment Building** before purchasing it in order to gage whether or not it would be worth my time, and all praised Nonprofit Essentials: Endowment Building:

3 of 4 people found the following review helpful. At last - endowments for the "every charity"By Thoughtful readerDiana Newman has written a wonderful book on endowment, appropriate for the thousands of non-profit organizations who deserve to live in perpetuity, and yet don't have large fund development programs. I ordered it March 2005, and have since included it in curriculum for educating my nonprofit clients. Their feedback? The book is easy to comprehend, and full of useful information.Ms. Newman's understanding of the issues, and her practical suggestions, are right on!1 of 1 people found the following review helpful. Investing for lifeBy D. C. DregerI believe the most valuable contribution by Diana Newman is the Endowment Action Plan. It is critical that the organization --

board, staff, advisors -- agree that endowment-building is an invaluable step in capacity-building and sustainability. This means that there is buy-in across the organization for a program focused on deferred gifts; in my experience this is not easy to accomplish because it means spending money and time on "something" that won't be immediately apparent on the annual bottom line. Newman goes on to offer many ideas about prospects, plans and marketing and provides appendices with great tools. This book would be a wonderful investment for your organization in building a great future. 4 of 5 people found the following review helpful. A New Book with the Latest Techniques By John Matlock Endowments really make the difference in which non-profits are going to survive for the long term. The steady income from an investment portfolio provides a base that can sustain the existence of the non-profit during bad times. The techniques needed for obtaining endowment funding are quite different than those used to secure funds to answer immediate needs. The author has been a professional fundraiser for many years. Yet, when she started she was assigned a series of tasks including fundraising, a membership program, a volunteer corp, and "Oh yes, establish an endowment." As she says, this is the book she wishes she had had to start her fundraising career. This is a combined how-to book and a how-to-think book. It talks of every aspect of endowment funding from what is an endowment to measuring the success of your efforts. In between are stories of projects that have been conducted by successful fundraisers. There are very few books on endowments, this is the most recent and reflects the current state of the investment marketplace and what has been successful lately.

Praise for Endowment Building "This comprehensive work shows how endowments can provide multiple opportunities for donor involvement when the solicitation program is well designed and integrated with other fund development and program goals. Emphasizing the critical ethical issues inherent in marketing and structuring endowment gifts, it is an excellent reference manual and training guide." --Joanne Scanlan, PhD, Senior Vice President for Professional Development Council on Foundations, Washington, D.C. "Endowment Building provides both practical, hands-on advice and a philosophical, inspirational framework to guide novice and experienced mission-based organizations. Given the demographic opportunities and challenges facing the nonprofit world, this book is a must-read." --Nancy Herrold Strapp, Executive Vice President and Chief Development Officer Buckhorn Children Family Services, Louisville, Kentucky "A comprehensive guide on how to start, grow, and maintain an endowment. It shows how to put theory into practice with numerous real-life examples and success stories." --Joe Bull, Director of Planned Giving, The Ohio State University, Columbus, Ohio "After you read this book, you will know what to do and how to do it. It is a wonderful tool for new and emerging community foundations!" --Kay M. Marquet, President and CEO, Community Foundation Sonoma County, California "Endowment Building is an insightful, succinct, easy-to-read resource on building successful endowment programs. It's a well-organized guide containing practical suggestions and reminders of things development professionals know but some-times forget." --Jeff W. Smith, Vice President and Trust Counsel, Baptist Foundation of Texas, Dallas

"Endowments are very appealing as dependable sources of income for nonprofit organizations. Diana Newman's comprehensive work shows how endowments also can provide multiple opportunities for donor involvement when the solicitation program is well-designed and integrated with other fund development and program goals. Diana emphasizes the critical ethical issues inherent in marketing and structuring endowment gifts in addition to clear step-by-step guidelines for constructing the entire campaign. It's an excellent reference manual and training guide." --Joanne Scanlan, Ph.D. Senior Vice President for Professional Development, Council on Foundations "Endowment funds will make the difference between organizations which thrive in the future and those which struggle to survive. Endowment Building by Diana Newman provides both practical, hands-on advice and a philosophical, inspirational framework to guide novice and experienced mission-based organizations. Given the demographic opportunities and challenges facing the nonprofit world, this book is a "must-read;" --Nancy Herrold Strapp Executive Vice President and Chief Development Officer Buckhorn Children Family Services "A comprehensive guide on how to start, grow and maintain an endowment. Diana also shows how to put theory into practice with numerous real-life examples and success stories." --Joe Bull Director of Planned Giving, The Ohio State University "In this book, Diana points to the importance of an endowment for any type of nonprofit organization. It is for the beginner and the experienced person. After you read this book, you will not have to wake up in the middle of the night to wonder, am I missing something or am I doing something wrong, you will know what to do and how to do it. This book is a wonderful tool for new and emerging community foundations, I wish that a copy had been mine when I started in this field 25 years ago! The community foundation field concentrated on current giving rather than endowment building for several years, now many are coming back to realize the power of the endowment." --Kay M. Marquet, President/CEO, Community Foundation Sonoma County (Sonoma CA) "Endowment Building is an insightful, succinct, easily read resource on building successful endowment programs. It is a well-organized guide containing practical suggestions and reminders of things development professionals know but sometimes forget." --Jeff W. Smith, Vice President/Trust Counsel, Baptist Foundation of Texas From the Back Cover Praise for Endowment Building "This comprehensive work shows how endowments can provide multiple opportunities for donor involvement when the

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About the Author  
DIANA S. NEWMAN is founder and Principal of Philanthropic Resource Group, a Columbus-based, national consulting firm for nonprofit organizations. She has served as vice president for advancement at The Columbus Foundation and founding director of the Ohio Historical Foundation. She is also the author of the award-winning book, *Opening Doors: Pathways to Diverse Donors* (Jossey-Bass/Wiley).