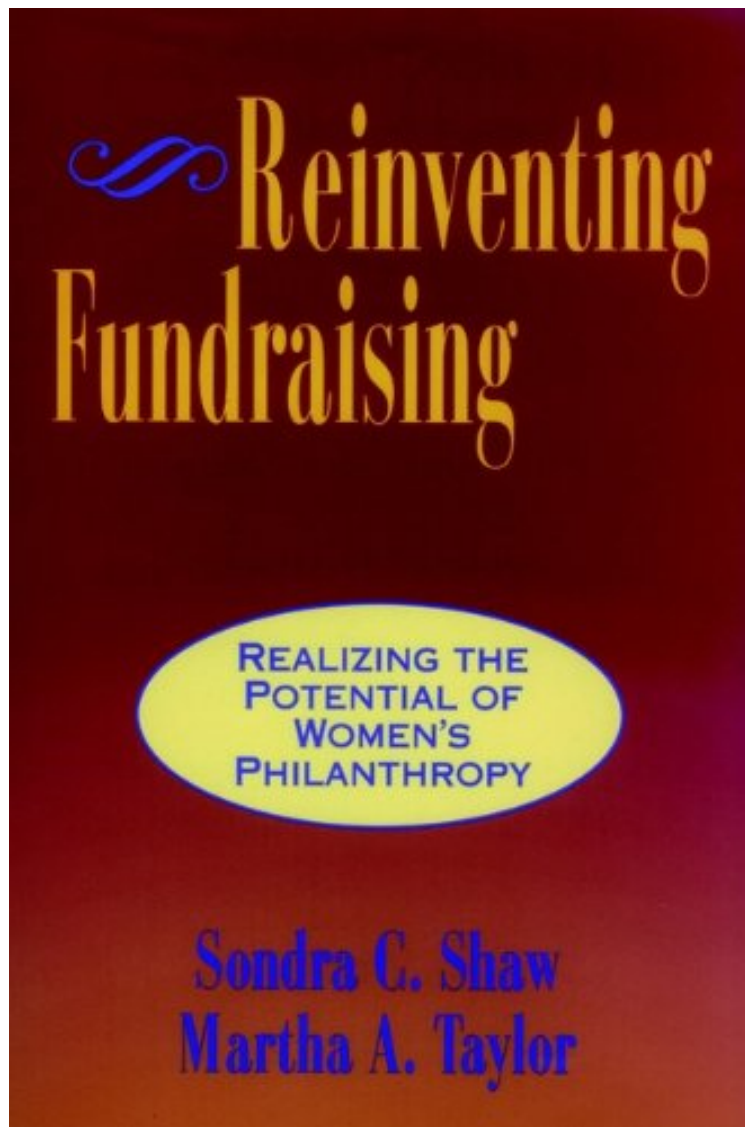


(Pdf free) Reinventing Fundraising: Realizing the Potential of Women's Philanthropy (Jossey-Bass Nonprofit Sector)

Reinventing Fundraising: Realizing the Potential of Women's Philanthropy (Jossey-Bass Nonprofit Sector)

Sondra Shaw-Hardy, Martha A. Taylor

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Sondra Shaw-Hardy, Martha A. Taylor : Reinventing Fundraising: Realizing the Potential of Women's Philanthropy (Jossey-Bass Nonprofit Sector) before purchasing it in order to gage whether or not it would be worth my time, and all praised Reinventing Fundraising: Realizing the Potential of Women's Philanthropy (Jossey-Bass Nonprofit Sector):

0 of 0 people found the following review helpful. It is an easy but essential read for anyone who needs to raise ...By

Roberta B. Teahen This is an invaluable resource produced by two experts. It is an easy but essential read for anyone who needs to raise funds for important causes.

Practical and incisive, *Reinventing Fundraising* rejects the notion that women make unenlightened philanthropists. Shaw and Taylor draw from interviews, focus groups, and discussion with more than 150 women philanthropists and scores of development professionals to identify model programs that focus on women's giving. Besides showing the rich history of American women's philanthropy, the authors outline new program models that organizations can tailor to their own female constituents.

From Booklist Whether solicitors or donors, those involved in philanthropy will benefit from this analytical advisory. The authors have studied the causes that motivate women to contribute and the reasons major fund-raising organizations have not considered women as major contributors in the past. The development of a gender-sensitive program can benefit both sides by educating female donors, teaching volunteers how to reach women with money, and training female volunteers how to pursue major gifts from men and women. The how-to's are supplemented by profiles of significant, successful organizations and philanthropists, including a look at the work of Tracy Gary, founder of Resourceful Women, an educational and funding agency that helps women with business start-up, investments, and management of inherited wealth. Denise Perry Donavin "Reinventing Fundraising is new, exciting, and fun to read. These two remarkable authors discuss and convey a great amount of information about a phenomenal part of American history--women's philanthropy and their volunteer spirit. This book is a must for volunteers, trustees, trust officers, attorneys, financial planners, and all professional fundraisers." (Brad Holmes, vice president for philanthropy, St. Luke's Medical Center, Milwaukee, Wisconsin) "As one of the 'new Older Women' so succinctly described in *Reinventing Fundraising*, I was intrigued with their realistic and positive assessment of my generation and our philanthropy quotient. These skilled fundraising professionals give us not only a textbook for their own colleagues, but also a gospel for us volunteer donors who aspire to maximize women's philanthropy and joy of giving. (Elizabeth S. Upjohn) From the Inside Flap The once exclusively "old boys" network of professional fundraising has come to include a larger and larger proportion of women--women who are becoming more prominent both as fundraisers and as donors. In this book, nationally known fundraising experts Sondra C. Shaw and Martha A. Taylor reveal the reasons why women have not been taken seriously as philanthropists, identify model programs focusing on women's giving that have already been developed, and outline new program models that organizations can tailor to their own female constituents. Drawing from their interviews, focus groups, and discussions with more than 150 women philanthropists and scores of development professionals, Shaw and Taylor reject the notion that women give less to charity because they are unenlightened philanthropists. They show instead the rich history of American women's philanthropy, zero in on contemporary women's motivations for giving, and so reveal a new approach to fundraising. The practical advice offered in *Reinventing Fundraising* will show fundraisers--both volunteer and professional, new and experienced, as well as consultants and other nonprofit staff members how to: Develop a gender-sensitive fundraising program by using an innovative eight-step process. Better communicate with women, drawing on the rich resources of corporate advertising strategies. Understand how and why women give and identify their characteristics as donors. Recognize and overcome the barriers to women's giving such as a sense of financial insecurity and an undeveloped sense of identity. Improve their communications with women. Develop and implement a multiyear comprehensive program to attract more women as leaders and major donors.