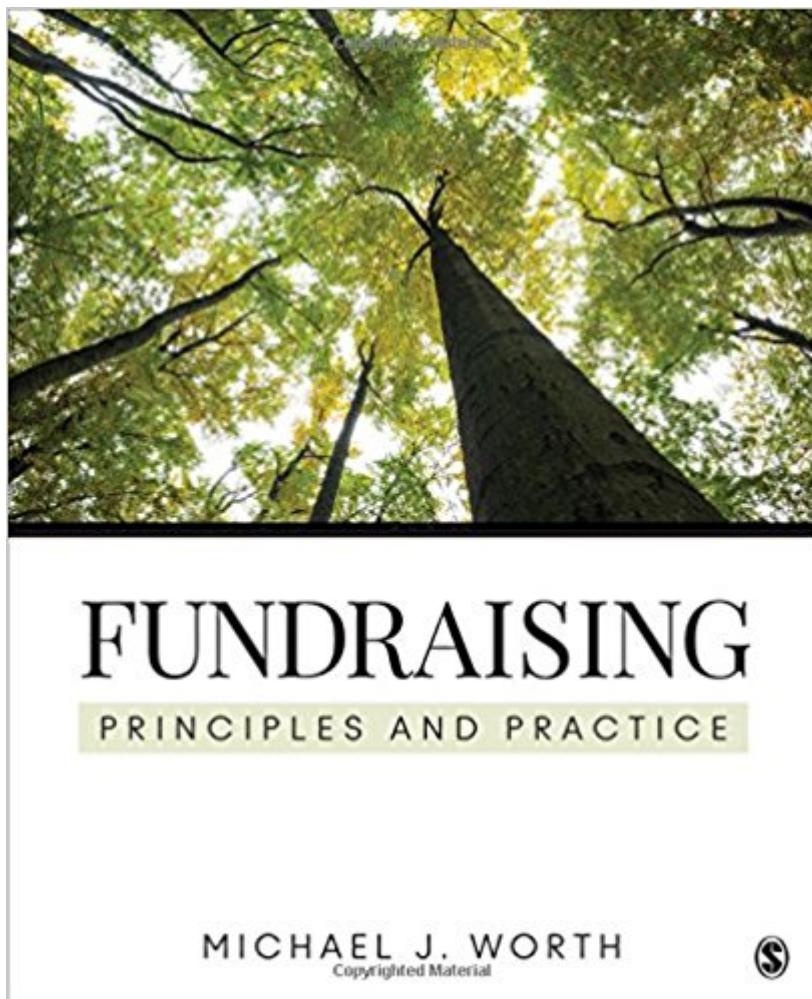


The book was found

Fundraising: Principles And Practice



Synopsis

Fundraising: Principles and Practice provides readers with a comprehensive introduction to fundraising. Taking a balanced perspective, bestselling author Michael J. Worth offers insights on the practical application of relevant theory. The text is designed to engage readers in thinking critically about issues in fundraising and philanthropy to prepare them for careers in the nonprofit sector. Worth explores donor motivations and fundraising techniques for annual giving programs, major gift programs, planned giving, and corporate and foundation giving and campaigns. Traditional methods, including direct mail and personal solicitations, are discussed as well as new tools and practices, including online fundraising, crowd-funding and social networks, analytics, and predictive modeling. Written specifically for nonprofit career-oriented individuals, this book helps readers become successful fundraisers.

Book Information

Paperback: 504 pages

Publisher: SAGE Publications, Inc; 1 edition (August 20, 2015)

Language: English

ISBN-10: 1483319520

ISBN-13: 978-1483319520

Product Dimensions: 9.1 x 7.3 x 0.7 inches

Shipping Weight: 1.6 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #139,323 in Books (See Top 100 in Books) #103 in Books > Textbooks > Social Sciences > Political Science > Public Affairs #160 in Books > Politics & Social Sciences > Politics & Government > Public Affairs & Policy > Public Affairs & Administration

Customer Reviews

"This text is an excellent source of academic, theoretical and practical expertise woven into one single text. It is single-handedly a one-stop go-to book for today's fundraising and development staff and tomorrow's students in nonprofit management."--Rick J. Arrowood, J.D."Michael Worth has made an enormous contribution to the fundraising profession with *Fundraising: Principles and Practice*. He brings the wisdom and perspective of decades of senior level experience as he sketches the context of fund-raising today, the centrality of the donor in all that fundraisers do, outstanding insights into capital campaigns, management, and leadership, and a systematic consideration of case studies that are analyzed drawing on his own years as a leader in the field.

This is a must-read - for fundraisers who want to advance, for sure, and for managers who want to be leaders."--Michael J. Goff, Ph.D."Fundraising: Principles and Practice is grounded in Michael J. Worth's extensive experience and expertise as both a practitioner and a scholar of fundraising. His application of case studies to each topic provides a superb platform for students to develop the analytical skills they will need to function as successful nonprofit professionals. Worth's comprehensive blend of fundraising principles and practice stands out from other books on the topic by focusing on the preparation of leaders who are able to think critically about the substantive issues in philanthropy and to move their nonprofit organizations to the next level of fundraising and organizational excellence."--T. Gregory Barrett

"This text is an excellent source of academic, theoretical and practical expertise woven into one single text. It is single-handedly a one-stop go-to book for todayâ€”â€œs fundraising and development staff and tomorrowâ€”â€œs students in nonprofit management." (Rick J. Arrowood, J.D.)"Michael Worth has made an enormous contribution to the fundraising profession with Fundraising: Principles and Practice.â€ He brings the wisdom and perspective of decades of senior level experience as he sketches the context of fund-raising today, the centrality of the donor in all that fundraisers do, outstanding insights into capital campaigns, management, and leadership, and a systematic consideration of case studies that are analyzed drawing on his own years as a leader in the field.â€ This is a must-read â€œ for fundraisers who want to advance, for sure, and for managers who want to be leaders." (Michael J. Goff, Ph.D.)"Fundraising: Principles and Practice is grounded in Michael J. Worthâ€”â€œs extensive experience and expertise as both a practitioner and a scholar of fundraising.â€ His application of case studies to each topic provides a superb platform for students to develop the analytical skills they will need to function as successful nonprofit professionals. Worthâ€”â€œs comprehensive blend of fundraising principles and practice stands out from other books on the topic by focusing on the preparation of leaders who are able to think critically about the substantive issues in philanthropy and to move their nonprofit organizations to the next level of fundraising and organizational excellence." (T. Gregory Barrett)

Great!

[Download to continue reading...](#)

Fundraising: Crash Course! Fundraising Ideas & Strategies To Raise Money For Non-Profits & Businesses (Fundraising For Nonprofits, Fundraising For Business, ... Raise Money, Crowdfunding, Entrepreneur) Fundraising: Principles and Practice The Giver and the Gift: Principles of Kingdom

Fundraising Chestnut's Obstetric Anesthesia: Principles and Practice: Expert Consult - Online and Print, 5e (Chestnut, Chestnut's Obstetric Anesthesia: Principles and Practice) Principles And Practice of Mechanical Ventilation, Third Edition (Tobin, Principles and Practice of Mechanical Ventilation) Principles and Practice of Psychiatric Nursing, 10e (Principles and Practice of Psychiatric Nursing (Stuart)) ASTNA Patient Transport: Principles and Practice, 4e (Air & Surface Patient Transport: Principles and Practice) ASTNA Patient Transport - E-Book: Principles and Practice (Air & Surface Patient Transport: Principles and Practice) Colposcopy: Principles and Practice, Text with DVD, 2e (Apgar,Colposcopy: Principles and Practice) DeVita, Hellman, and Rosenberg's Cancer: Principles & Practice of Oncology (Cancer Principles and Practice of Oncology) Paracord Project Inspirations: Classic and Original Knots and Ties for Fundraising, Fashion, or Fun The Art of Startup Fundraising: Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know Step by Step Crowdfunding: Everything You Need to Raise Money from the Crowd for Small Business Crowdfunding and Fundraising Imagining Abundance: Fundraising, Philanthropy, and a Spiritual Call to Service 100+ Canadian Celebrity Mail Addresses: For Autograph Collecting, Fan Mail, Charity Fundraising, Event Management, Agents, Journalists, Paparazzi, and more! Event Planning: The Ultimate Guide To Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events Dance: The Art of Production: A Guide to Auditions, Music, Costuming, Lighting, Makeup, Programming, Management, Marketing, Fundraising The Marching Band Handbook: Competitions, Instruments, Clinics, Fundraising, Publicity, Uniforms, Accessories, Trophies, Drum Corps, Twirling, Color ... Travel, Directories, Bibliographies, Index Nonprofit Crowdfunding Explained: Online Fundraising Hacks Benefit Auctions: A Fresh Formula for Grassroots Fundraising

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)