

NEW DIRECTIONS  
FOR  
PHILANTHROPIC  
FUNDRAISING

# TAKING FUNDRAISING SERIOUSLY

THE SPIRIT OF FAITH AND PHILANTHROPY

Dwight F. Burlingame  
*Editor*



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# Taking Fundraising Seriously New Directions For Philanthropic Fundraising

**Elaine Jay, Adrian Sargeant**



## **Taking Fundraising Seriously New Directions For Philanthropic Fundraising:**

**Philanthropy and Fundraising in American Higher Education, Volume 37, Number 2** Noah D.

Drezner,2011-05-17 From gifts of blankets chickens and candles to multimillion dollar gifts and billion dollar campaigns voluntary support of American higher education has been part of the American ethos since the founding of the colonial colleges Peter Dobkin Hall in 1992 noted that no single force is more responsible for the emergence of the modern university in America than giving by individuals and foundations Institutions are turning to private giving to meet budgetary demands This book provides a review of the philanthropy and fundraising literature and addresses the impact of philanthropy on American higher education the theoretical under pinnings and motivations for voluntary support and a comprehensive look at the mechanics of fundraising **New Directions for Philanthropic Fundraising** ,1995 Taking Fundraising Seriously:

The Spirit of Faith and Philanthropy Dwight F. Burlingame,2002-11-14 Exploring the relationship between spiritual motivation and identification in the philanthropic practice this issue brings scholars and practitioners together to debate discuss and examine a variety of findings from different viewpoints Offering a selected sample of revised papers and presentations from the 14th annual symposium sponsored by the Center on Philanthropy at Indiana University this issue fosters a deeper understanding of philanthropic action based upon spiritual and religious beliefs Contributors discuss faith guided giving parachurch organizations the Native American experience of giving the ethics of wealth the role of faith related organizations in community building and the role faith can play in our professional calling and in our giving

**Fundraising Principles and Practice** Adrian Sargeant,Jen Shang,2017-02-10 The complete guide to fundraising planning tools methods and more Fundraising Principles and Practice provides a unique resource for students and professionals seeking to deepen their understanding of fundraising in the current nonprofit environment Based on emerging research drawn from economics psychology social psychology and sociology this book provides comprehensive analysis of the nonprofit sector The discussion delves into donor behavior decision making social influences and models then uses that context to describe today s fundraising methods tools and practices A robust planning framework helps you set objectives formulate strategies create a budget schedule and monitor activities with in depth guidance toward assessing and fine tuning your approach Coverage includes online fundraising major gifts planned giving direct response grants corporate fundraising and donor retention with an integrated pedagogical approach that facilitates active learning Case studies and examples illustrate the theory and principles presented and the companion website offers additional opportunity to deepen your learning and assess your knowledge Fundraising has become a career specialty and those who are successful at it are among the most in demand in the nonprofit world Great fundraisers make an organization s mission possible and this book covers the essential information you need to help your organization succeed Adopt an organized approach to fundraising planning Learn the common behaviors and motivations of donors Master the tools and practices of nonprofit fundraising Manage

volunteers monitor progress evaluate events and more Fundraising is the the nonprofit s powerhouse It s the critical component that supports and maintains all activities and forms the foundation of the organization itself Steady management clear organization effective methods and the most up to date tools are vital to the role and familiarity with donor psychology is essential for using these tools to their utmost capability Fundraising Principles and Practice provides a comprehensive guide to all aspects of the field with in depth coverage of today s most effective approaches

**Leadership in Nonprofit Organizations** Kathryn A. Agard,2011 Leadership in Non Profit Organizations tackles issues and leadership topics for those seeking to understand more about this dynamic sector of society A major focus of this two volume reference work is on the specific roles and skills required of the non profit leader in voluntary organizations Key features include contributions from a wide range of authors who reflect the variety vibrancy and creativity of the sector itself an overview of the history of non profit organizations in the United States description of a robust and diverse assortment of organizations and opportunities for leadership an exploration of the nature of leadership and its complexity as exemplified in the non profit sector availability both in print and online this title will form part of the 2010 Encyclopedia Collection on SAGE Reference Online The Handbook includes topics such as personalities of non profit leaders vision and starting a nonprofit organization nonprofit law statutes taxation and regulations strategic management financial management collaboration public relations for promoting a non profit organization human resource policies and procedures

[The Routledge Companion to Nonprofit Marketing](#) Adrian Sargeant,Walter Wymer Jr,2007-11-22 This timely collection of cutting edge articles offers a complete overview of marketing in the nonprofit sector Written by a leading team of international experts it examines the issues faced by public and nonprofit organizations in marketing and raising funds and provides a comprehensive review of the latest research An introductory section

**Nonprofit Fundraising Strategy** Janice Gow Pettey,2013-03-06 Practical tools and techniques to incorporate ethical standards and practices in nonprofit fundraising Nonprofit Fundraising Strategy is a helpful and inspiring resource for nonprofits large and small young and mature local and international The insightful guidance and case studies found within these pages will help you understand how to address specific ethical issues within your nonprofit and leave plenty of food for thought and discussion Adds new materials on new business practice codes the Ethics Assessment Inventory coverage of new ethics standards Now includes an ethics assessment tool on the Ethical Fundraising Second Edition companion website Considers essential topics including appearance of impropriety rights of donors tainted money using donations as intended choosing a leadership role ethical decision making restoring public confidence in the nonprofit sector and the ethics of grant making and grant seeking Written by luminaries in the field of ethics in fundraising Explores a topic that all professional fundraisers must engage with in order to build the trust and confidence of the giving public Offers an invaluable collection of essays based on the rich experience of philanthropic leaders Presents wise reflections on the central role of ethics in fundraising Featuring contributions from a host of well known and respected senior

level fundraising professionals several of whom are members of the AFP Ethics Committee Nonprofit Fundraising Strategy features a wealth of practical tools to help fundraising practitioners board members and governing boards implement these essential concepts into their own organizations

**Effective Fund-Raising Management** Kathleen S. Kelly, 2012-12-06 In a ground breaking departure from existing works almost all of which are how to manuals based on anecdotal evidence this is the first academic textbook on fund raising By integrating practical knowledge with social science theory and research it presents a comprehensive approach to the function from its legal and ethical principles to the managerial process by which gifts are raised Territory previously uncharted in the literature is explored such as the historical and organizational contexts of contemporary practice Explanations of programs techniques and publics introduce a new system for understanding fund raising s major concepts Unlike efforts in established fields most of the material represents original scholarship undertaken to produce a first time text The book s main purpose is to teach students about fund raising a high demand high paying occupation that will continue to expand into the 21st century as the need for trained practitioners exceeds the supply During the last decade fund raising education moved into the formal classroom and away from an apprenticeship tradition of senior practitioners mentoring newcomers Yet until now there has not been a textbook to support this evolving professionalism Faculty have been reluctant to define fund raising as an academic subject in the absence of a theory based teaching resource and courses usually have been assigned to part time instructors hired from the practice This textbook addresses the void It is designed for graduate and upper level undergraduate courses dealing with fund raising as a primary or secondary subject Among its features each chapter points out research gaps and opportunities such as problems and theories for master s theses and doctoral dissertations and ends with a list of suggested readings The text is appropriate for the diverse academic areas in which fund raising nonprofit management and philanthropy are taught including public administration management arts and humanities education social work economics and sociology Because of its public relations orientation it is particularly suited for courses offered in that discipline Additional audiences are practitioners enrolled in professional development programs CEOs trustees and others interested in self study and scholars who need serious literature on the subject

**The New Fundraisers** Beth Breeze, 2017-10-30 Charitable fundraising has become ever more urgent in a time of extensive public spending cuts However while the identity and motivation of those who donate comes under increasingly close scrutiny little is known about the motivation and characteristics of the askers despite almost every donation being solicited or prompted in some way This is the first empirically grounded and theorised account of the identity characteristics and motivation of fundraisers in the UK Based on original data collected during a 3 year study of over 1 200 fundraisers the book argues that it is not possible to understand charitable giving without accounting for the role of fundraising

**Thriving in a New World Economy** Kirk Plangger, 2015-10-20 This volume includes the full proceedings from the 2012 World Marketing Congress and Cultural Perspectives in Marketing held in Atlanta Georgia with the theme Thriving in a New

World Economy The focus of the conference and the enclosed papers is on global marketing thought issues and practices This volume presents papers on various topics including marketing management marketing strategy and consumer behavior Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive archive of volumes reflecting the evolution of the field Volumes deliver cutting edge research and insights complimenting the Academy s flagship journals the Journal of the Academy of Marketing Science JAMS and AMS Review Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science

Achieving Excellence in Fundraising Timothy L. Seiler, Eva E. Aldrich, Eugene R. Tempel, 2010-12-01 Hank Rosso s Achieving Excellence in Fund Raising 3rd Edition explains the fund raising profession s major principles concepts and techniques A host of respected authors demonstrate why fund raising is a strategic management discipline and elucidate each step in the fund raising cycle assessing human and societal needs setting goals selecting gift markets and fund raising techniques soliciting new gifts and encouraging renewals This book provides a conceptual foundation for the fund raising profession thoroughly examining its principles strategies and methods Using practical examples the authors explain the reasoning behind the planning and selection of strategies for all fund raising activities Edited by Gene Tempel Executive Director of Indiana University s Center on Philanthropy this third edition of the Rosso s fund raising classic both retains the original philosophical principles of the first edition and offers new insights on recent fund raising developments Each chapter has been updated and Tempel has added new sections on technology and fund raising the internet women as donors stewardship and fund raising as a profession Authors include such fund raising luminaries as Tim Seiler Dwight Burlingame Lilya Wagner Mal Warwick Kay Sprinkel Grace and Kim Klein

Fundraising Management Elaine Jay, Adrian Sargeant, 2004-07-31 This is the first truly comprehensive guide to fundraising management uniquely blending current academic knowledge with the best of professional practice Much more than a how to guide it provides a detailed overview of modern fundraising planning and practice and analyzes critical issues as well presenting practical tools for campaign planning Campaigns discussed include high profile examples from companies as diverse as RSPCA Greenpeace Barnados and the American Cancer Society which illustrate the theories and bring the topic to life A truly groundbreaking analysis this text works through the planning stages of fundraising to give readers a rounded understanding of the topic and is essential reading for students of fundraising and non profit professionals alike

**Fundraising Management** Adrian Sargeant, Elaine Jay, 2010-01-21 This comprehensive introduction to fundraising management provides a thorough grounding in the principles underpinning professional practice Much more than a how to guide the book critically examines the key issues in fundraising policy planning and

implementation and introduces the most important management tools available to the modern fundraiser Fully revised and updated this new edition of Fundraising Management is packed with examples and case studies from around the world It covers every important aspect of the fundraising process including Planning Donor recruitment and development Community fundraising Corporate fundraising Legacy fundraising Trust and foundation fundraising Legal and ethical frameworks for fundraising This groundbreaking text has been designed primarily to support students studying for the Certificate in Fundraising Management offered by the Institute of Fundraising but is a useful text for all fundraising students and professionals

**Critical Genre Analysis** Vijay K. Bhatia, 2016-11-18 Genre theory has focused primarily on the analysis of generic constructs with increasing attention to and emphasis on the contexts in which such genres are produced interpreted and used to achieve objectives often giving the impression as if producing genres is an end in itself rather than a means to an end The result of this focus is that there has been very little attention paid to the ultimate outcomes of these genre based discursive activities which are more appropriately viewed as academic institutional organizational and professional actions and practices which are invariably non discursive though often achieved through discursive means It was this objective in mind that the book develops an approach to a more critical and deeper understanding of interdiscursive professional voices and actions Critical Genre Analysis as a theory of discursive performance is thus an attempt to be as objective as possible rigorous in analytical endeavour using a multiperspective and multidimensional methodological framework taking into account interdiscursive aspects of genre construction to make it increasingly explanatory to demystify discursive performance in a range of professional contexts

*Fundraising Basics* Barbara L. Ciconte, Jeanne Jacob, 2008-12-18 As nonprofit organizations face heightened scrutiny by the general public donors regulators and members of Congress the Third Edition of the essential book on the basics of fundraising provides new up to date and valuable information that every fundraiser needs to know With ethics and accountability being the primary theme of the Third Edition this practical guide will continue to provide an overview of the field and give development staff managers and directors a platform from which to operate their fundraising programs The new edition also provides much needed information on giving trends computer hardware and software available for fundraisers cost estimates and workflow timetables and the importance of the Internet This primer remains a must have for anyone new to the fundraising arena

*Hank Rosso's Achieving Excellence in Fund Raising* Eugene R. Tempel, 2010-08-31 This thoroughly revised and updated edition of the classic book in the field provides a conceptual foundation for the fund raising profession Hank Rosso's Achieving Excellence in Fund Raising examines the profession's principles strategies and methods and is filled with practical examples Guided by the enduring philosophy of fund raising master Henry A Rosso contributors explain the reasoning behind the planning and selection of strategies for all fund raising activities including building your case for support approaching donors managing campaigns and demonstrating stewardship Read a Charity Channel review <http://charitychannel.com/publish/templates/a293z25>

**Achieving Excellence**

**in Fundraising** Eugene R. Tempel, Timothy L. Seiler, Dwight F. Burlingame, 2016-01-19 Achieving Excellence in Fundraising is the go to reference for fundraising principles concepts and techniques With comprehensive guidance toward the fundraising role this book reflects the latest advances in fundraising knowledge Coverage includes evolving technologies the importance of high net worth donors global fundraising perspectives results analysis and performance evaluation accountability and credentialing with contributions from noted experts in the field You ll gain essential insight into the practice of fundraising and the fundraising cycle reinforced by ancillary discussion questions case studies and additional readings With contributions from members of The Fund Raising School and the faculty of Indiana University s Lilly Family School of Philanthropy this new edition includes detailed guidance on nonprofit accounting practices as defined by the Financial Accounting Standards Board and the American Institute of Certified Public Accountants rounding out the complete thorough coverage of the fundraising profession Designed to provide both theory and practical knowledge this book is an all in one resource for anyone who performs fundraising duties Understand donor dynamics and craft an institutional development plan Explore essential marketing and solicitation techniques Learn effective volunteer recruitment retention and management strategies Fundraising merges a variety of fields including psychology business management accounting and marketing making it a unique role that requires a uniquely well rounded yet focused skillset Amidst economic uncertainty and a widening wealth gap the world over it s more important than ever for fundraisers to have a firm grasp on the tools at their disposal Achieving Excellence in Fundraising is the ultimate guide to succeeding in this critical role

Engaging Diverse College Alumni Marybeth Gasman, Nelson Bowman III, 2013-02-11 Winner of the 2014 CASE Warwick Award for Outstanding Research on Alumni Relations and Institutional Advancement Changing demographics are having a substantial impact on college and university student populations In order to continue garnering funds and supporting their higher education institutions development offices and individual fundraisers need to learn more about alumni of color To help move fundraising staff away from a one size fits all approach Engaging Diverse College Alumni provides a comprehensive overview of philanthropy in diverse cultures Unlike other works on fundraising within communities of color this book focuses specifically on college and university alumni and offers concrete suggestions for engaging these populations including best practices as well as approaches to avoid This practical guide includes A Comprehensive Overview of Diverse Cultures use of secondary sources interviews and quantitative data to explore the history motivations and trends of Latino African American Native American and Asian American and Pacific Islander communities Practical Recommendations data based recommendations and examples integrated throughout the chapters including Strategies at a Glance for quick reference Best Practices and Innovative Approaches interviews with advancement staff and alumni of color an entire chapter outlining successful innovative fundraising programs and a chapter on common pitfalls to avoid Both newcomers and seasoned fundraising professionals will find this book to be a compelling and in depth guide to engaging diverse college alumni



**Leading Up** Lilya Wagner, 2005-10-13 Fundraisers at all levels discover the art of leading up Fundraisers know that in order to be successful in their demanding profession they have to get things done And to get things done they need to exercise leadership from whatever rank or position they hold often from the middle This concept is called leading up Recognizing that all fundraisers must be leaders Leading Up teaches professionals the skills and traits they need to be successful in their philanthropic roles Leading Up centers around author Lilya Wagner s unique model which exemplifies the concept of leading up Here fundraisers will discover how to get things done when they re not in charge how to motivate others when they don t have formal authority how to convince or persuade their colleagues and superiors about their need for action and involvement and how to lead when they re not recognized leaders by virtue of power or position Focusing on problem solving concepts Leading Up is packed with thought provoking questions exercises and practical application steps that allow professionals to practice and implement the principles they ve just learned The book also includes inspirational quotes on leadership from recognized and successful professionals and leaders Leadership qualities have to be learned and practiced by all who wish to achieve success in fundraising whether boss or not Leading Up provides readers with the groundwork they need to not only build up their causes and organizations but also influence a professional field that is still developing

Charity Marketing Fran Hyde, Sarah-Louise Mitchell, 2021-12-19 Charities operate within an increasingly challenging environment with competition for public engagement funding and volunteers intensifying High profile scandals have knocked public trust and the recent Covid 19 pandemic has illustrated how important it is for charities to provide support in times of need and fill the gap left by inadequate public sector provision Across 12 chapters a diverse group of academics and deep thinking practitioners present contrasting perspectives and the latest thinking on the challenges within the charity sector The approach of the book contributes to the growing phenomenon of Theory Practice in Marketing TPM presenting different perspectives and theoretical lenses to stimulate debate and future research Charity Marketing provides a bridge between the practice of contemporary nonprofit organisations charity marketing and recent academic insight into the charity sector Using exemplar case studies of nonprofit and charity brands this edited volume will be of direct interest to students academics marketing practitioners and researchers studying and working in charities public and nonprofit management and marketing

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