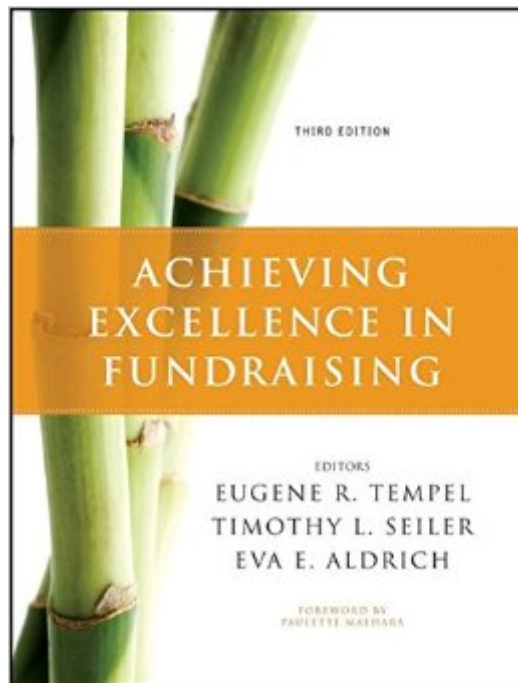


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# Achieving Excellence In Fundraising



## Synopsis

The third edition of this acclaimed resource, *Achieving Excellence in Fundraising*, explains the fundraising profession's major principles, concepts, and techniques. With contributions from noted experts in the field, and filled with illustrative examples, this book demonstrates why fundraising is a strategic management discipline and clearly defines each step in the fundraising cycle. Praise for the Third Edition of *Achieving Excellence in Fundraising* "Achieving Excellence in Fundraising brings together the voices of leaders in the field with the research expertise of the Center on Philanthropy at Indiana University. This winning combination makes the updated third edition an excellent resource for everyone engaged in nonprofit fundraising." â John Lippincott, president, Council for Advancement and Support of Education (CASE) "This book is the best road mapâcoupled with creative approaches to the practice of fund developmentâyou will find. The sections addressing donor interest and stewardship alone are worth the price. Take time to enhance your fundraising skills, and, most importantly, increase your fundraising results. Tempel, Seiler, and Aldrich have collaborated on a publication worthy of serious study." â William C. McGinly, president and CEO, Association for Healthcare Philanthropy "The third edition of this seminal piece of literature, *Achieving Excellence in Fundraising*, is a wonderful continuation of a legacy that provides the nonprofit sector with a thoughtful, comprehensive, and well-organized approach to contemporary and ethical fundraising practices. The legacy lives on!" â Denny Smith, president and CEO, CFRE International "One of the most significant challenges that the grantee organizations of foundations face is building sustainable resources. *Achieving Excellence in Fundraising* will help them build the fundraising program they need to do so." â Steve Gunderson, president and CEO, Council on Foundations "Today's donors seek new philanthropic experiences. *Achieving Excellence in Fundraising* couples the importance of good stewardship and relationships with innovation, engagement, and long-term results. This third edition takes a critical new look at a classic sector must-read." â Brian Gallagher, president and CEO, United Way Worldwide

## Book Information

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## Customer Reviews

Are you with a Not For Profit? Or maybe just looking for a way to boost your kickstarter or Gofundme page? This is a great book that will step you through EVERY aspect of fundraising. This is a TOOLBOX book that can be used over and over for years.

Great information, but incredibly repetitive (but to their credit, I remembered the really important stuff because of that). It ends up being a pretty dull book. Fundraising CAN be much more exciting and compelling.

I bought the first edition of this book when I finished my training to stay brushed up on the basic, left development for a few years and bought the new edition and it brought me back up to speed. Great resource and a great pace to start.

During the summer of 2013, I took a grad class for school administrators called Institutional Advancement. Achieving Excellence in Fundraising was one of three books I read for this class at CIU. Achieving Excellence in Fundraising is not a small book (500 pages), but it's organized into eight manageable parts consisting of 41 short chapters. Below is how the book is divided. Part 1 - Fundraising: The Art of Relationship Building Part 2 - Structuring Your Fundraising Part 3 - Discovering What Donors Value Part 4 - The Art of Solicitation and Stewardship Part 5 - Involving Volunteers in Fundraising Part 6 - Managing the Fundraising Process Part 7 - Ethics and Accountability Part 8 - Your Career in Fundraising You'll also find: A one page of essential texts for nonprofit and public leadership and management An instructor's guide that is available free online Numerous tables, figures, and exhibits throughout the book A 15 page glossary of fundraising terms 10 pages of references An 18 page index If you are looking to cast a compelling vision, creatively build a professional network, and ethically fundraise large sums of money, I believe you'll find Achieving Excellence in Fundraising to be of help. The editors are leaders at the Lily Family School of Philanthropy at Indiana University, headquartered at my alma mater, IUPUI. They explain

the major truths, theories, and techniques of fundraising and share what other top leaders in the field have said.

This was an excellent prep source for the CFRE exam. Well organized and easy to follow. Will make a great resource for work as well.

This book is just what I needed to lay the foundation of my understanding of the fundraising world. It has filled in gaps and is very helpful as I chart the fund development course for my nonprofit.

I love this book. It gives a very good and broad understanding of the principles, concepts and methods of philanthropy, and invites you to explore more.

I am new to Grant Proposal writing. Bought this book in anticipation of a class -- was probably ore helpful than the actual class. A great Resource!

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