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Nota di contenuto	Fundraising for Social Change ; Additional Titles from Kim Klein's Fundraising Series; Contents; Online Content; Acknowledgments; Introduction to the 7th Edition; About The Author; Part One What's New, What's Hot, What's Over, What's Not; 1 Nonprofits and the Money They Raise; The Size and Scope of the Sector; Where Money for Nonprofits Comes From; What Research Tells Us About the Nonprofit Sector; Who Gives Away Money; Givers Give; Who Receives Charitable Giving; Giving to Religion; 2 Creating a Fundraising Philosophy; 3 Be Clear About What the Money Will Do; What Is in the Case Statement? Why Does Your Organization Exist? What Do You Most Believe? What Are Your Goals and Objectives? What Do You Do?; Objectives; What Have You Accomplished?; Who Is Involved in This Organization and How Does It Run?; How Much Does It Cost for Your Organization to Function, and Where Do You Get Your Money?; Creating a Strategic Plan; Developing the Case Statement; 4 What You Have to Understand to Begin Fundraising; Focus on Diversifying Donors; Appeal to People Who Give; Why People Give; Asking People to Give Is Easy to Learn; 5 The Importance of a Good Board of Directors; The Board and Fundraising Time and MoneyThe Role of Paid Staff; Our Board Members Don't Have Any Money; Common Board Problems and Suggested Solutions; Too Much Is Expected of Board Members; Individual Board Members Feel

Overworked; The Board Avoids Making Decisions; Decisions Are Made, Then Forgotten; There Is No Accountability; Moving Past Board Problems; Recruiting Board Members Willing to Help with Fundraising; The Orientation; Advisory Boards; When to Form an Advisory Board; Forming the Advisory Board; Using Other Volunteers for Fundraising; Part Two Ask Them, Thank Them, Ask Them Again  
6 Financial Needs and Fundraising Strategies Annual Needs; Asking Several Times a Year; Attracting New Donors; Capital Needs; Endowment and Reserve Funds; Three Goals for Every Donor; Three Types of Strategies; Acquisition Strategies; Retention Strategies; Upgrading Strategies; You Can't Save Time; 7 Thank Before You Bank; People Need to Be Appreciated; Don't Do As I Say; Do It Now; Logistics and Content; Sample Computer-Generated Thank-You Notes; Dear Freda,; Dear Annie Mae,; Handwritten Thank-You Notes; The Friendly Form Letter; Thank-You Calls; Common Questions  
8 Getting Comfortable with Asking Why We're Afraid to Ask for Money; Specific Fears; "The Person Will Say No"; "Asking a Friend for Money Will Have a Negative Effect on Our Friendship" ; "If the Person Says Yes to My Request, I Will Be Obligated to Give to His or Her Cause Whether I Want to or Not" ; 9 Ask a Real Prospect; Ask a Prospect; Contact; Belief; Ability; Steps in Creating a Prospect List; 10 How to Ask; The Most Formal Approach; Sometimes You Only Need Step 1 or Step 2; The E-Mail or Letter; The Phone Call; You Don't Reach the Prospect; You Do Reach the Prospect; The Meeting  
Meeting Etiquette

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