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Titolo	Giving Hope: The Journey of the For-Purpose Organisation and Its Quest for Success // by Robinson Roe, Peter Dalton
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Nota di contenuto	1. Three Stories -- 2. Six Fundraisers' Dilemmas -- 3. When Profit and Purpose Combine -- 4. Organisational Complexity, Taming Through Framing -- 5. Positive Framing Our Organisation -- 6. How to Implement Positive Framing in Our Organisation -- 7. Emotional Fundraising -- 8. Lifetime Value -- 9. Profit with Purpose -- 10. Six Fundraisers' Dilemmas Solved -- 11. Putting into Practice What We Preach. .
Sommario/riassunto	This book provides the synthesis and integration of the intellectual and experiential thinking around organisational leadership and development, focusing on three organisations as case studies: Plan International, Mater Foundation, and Oxfam, with the aim of informing

For-Purpose, Not-For-Profit organisations about fundraising leadership. Working with the case study organisations, the authors observed a repeated set of six Fundraisers' Dilemmas. Wanting to solve these dilemmas for Fundraising Executives and Teams was the genesis of this book. The book's premise is to point out that fundraising requires more than just coming up with the next "ice-bucket challenge" or having yet another gala ball, and that it requires the combination of the right fundraising activities coupled with the right organisational approach. The book provides, maybe for the first time, a real-world implementation for leaders of organisations in the For-Purpose and For-Profit worlds to create more engaged, collaborative and effective teams, which break down silos and deliver greater outcomes and impact for their organisations' missions. The book combines inductive business research with deductive academic research to present and explain best practices in fundraising, with a focus on the concepts of Emotional Fundraising, Life Time Value, and the Donor Pyramid. Robinson Roe is the Managing Director of OneTrust Australia & New Zealand. He has a Masters of Management, Bachelor of Engineering and global experiences of leading teams in America, Europe and Asia. This combination of experience and academic study has led to the formation of the Integral Organisation Model. Peter Dalton CFRE FFIA is a former National Chairman of the Fundraising Institute Australia (FIA). In recognition of his outstanding contribution to the profession of fundraising, he was awarded FIA's 2016 Arthur Venn Fundraiser of the Year. As Principal of Fundraising Futures, he provides strategic fundraising counsel to major Australian and international For-Purpose organisations.
