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Nota di contenuto	Essential Texts for Nonprofit and Public Leadership and Management; Contents; List of Tables, Figures, and Exhibits; Tables; Figures; Exhibits; Foreword; Preface; Organization of the Fourth Edition; Reflections on the Fourth Edition; Acknowledgements; The Editors; Author Bios; PART ONE: A Philanthropic Context for Fundraising ; 1 A Philosophy of Fundraising; Introduction by Eugene R. Tempel; A Philosophy of Fundraising; Organizations and Their Reasons for Existing; To Govern or Not to Govern; Institutionalizing Fundraising; Gift Making as Voluntary Exchange; Substituting Pride for Apology Fundraising as a Servant to Philanthropy2 The Joy of Giving; Fundraisers are Givers, Not Takers; Psychological Benefits of Giving; Social Benefits of Giving; Physical Benefits of Giving; The Joy of Giving Across the Lifespan; The joy of giving around the world; The Importance of Motives; Maximizing the joy of giving; Why is giving good for people?; Is there such thing as giving too much?; A daily dose of "Vitamin G"; Conclusion: A Recipe for Giving; Discussion Questions; Key References/Further Reading ; 3 Plan to Succeed; Conclusion; Discussion Questions 4 Developing and Articulating a Case for SupportWhere to Start with Case Resources?; Mission Statement; Goals; Objectives; Programs and Services; Finances; Governance; Staffing; Facilities and Service Delivery; Planning and Evaluation; History; Internal Case and External Case and

the Difference Between Them; Putting the Case to Work: Creating Case Expressions; Conclusion; Discussion Questions; 5 Individuals as a Constituency for Fundraising ; Identifying the Individual Constituent; A Constituency Model; Identifying and Attracting Likely Donors; Roles and Responsibilities that Influence Giving  
ConclusionDiscussion Questions; PART TWO: Constituents: What Donors Value; 6 Contemporary Dynamics of Philanthropy; Roles of Philanthropy; History and Understanding of Philanthropy; Size and Scope; Fundraising and The Economic Climate; Opportunities for Philanthropy; Conclusion; Discussion Questions; 7 Prospective Donor and Donor Research and Database Management; Database 101; Sample Data Elements; The Basics; Solicitation History; Event and Activity Data; Personal Interaction; Prospective Donor Research 101; Looking from Within; Tools for Prospective Donor Research  
Prospective Donor ManagementEthics in Prospective Donor Research; Conclusion; Discussion Questions; 8 Corporate Giving and Fundraising; History; Corporate Giving for Nonprofits; Models of Corporate Giving; Corporate Productivity Model; Ethical or Altruistic Model; Political Model; Stakeholder Model; Case Study; Marketing, Sponsorships, and Partnerships; Opportunities; Challenges; Conclusion; Discussion Questions; 9 Foundation Fundraising; Size and Scope; Types of Foundations; Trends in Foundation Support; Evaluation; Collaboration; Emphasis on Diversity; Capacity Building; Donor Advised Funds  
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