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Nota di contenuto	A Fundraising Guide for Nonprofit Board Members; Contents; Preface; Acknowledgments; About the Author; 1 Board Leadership in Fundraising; A Challenging Economic Environment; The Board's Leadership Role in Fundraising; Building a Fundraising Board; The Fiduciary Role of the Nonprofit Board; Summary; 2 Setting the Pace with Board Giving; Giving and Asking at the Board Level; Develop a Plan for Board Giving; Prepare for Your Fundraising Role; Summary; 3 Getting Ready to Fundraise; Define Organizational Needs; Strategic Planning and the Board; Fundraising for Current Operations Planning for Comprehensive CampaignsGetting Organized for Fundraising; Training Board Members to Fundraise; Summary; 4 Building the Team; Who Is on the Team?; How to Hire: What to Look for in a Chief Advancement Officer; Standards for Staffing and Cost per Dollar Raised; Fundraising Consultants; Summary; 5 The Annual Fund; Raising Money for Operations; Annual Fund: Setting the Goal; Annual Fund: The Moving Parts; Making the Case for the Annual Fund; Galas and Fundraising Events; Leadership Annual Fund Programs; Summary; 6 Major Gifts and Mega-Gifts; An Introduction to Major Gifts Who Are Our Prospects?Major Gift Prospects: What to Look For; Cultivation; Transformational Gifts: Giving at the Top; Summary; 7 How to Ask for and Close a Gift; Preparing for a Successful Call; The Five

Elements of the Successful Ask; Common Issues in Negotiating and Closing Gifts; Summary; 8 Getting Ready for a Fundraising Campaign; An Introduction to Fundraising Campaigns; Setting Realistic Goals; Campaign Structure: Phases, Timetables, and Gift Tables; Summary; 9 Fundraising Campaigns; Campaign Leadership Roles; Board Leadership in a Campaign; Campaign Volunteer Structure; Making the Case Campaign Recognition and Pricing Summary; 10 Additional Sources of Giving; Giving from Foundations; Corporate Philanthropy; Planned Giving: Add to Your Fundraising Toolbox; Stewardship Programs; Summary; Appendix; Materials for a Board Retreat on Fundraising; Materials for a Board Training Exercise on Fundraising; Glossary of Basic Fundraising Terms; Index

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Sommario/riassunto

"Everything you need to know as a nonprofit board member to raise more money and help your organization succeed in meeting its goals Engaging and informative, this practical guide to fundraising contains valuable insights that nonprofit boards need to succeed in raising money in today's dynamic economic environment. While written expressly for board members, this useful handbook also provides advice to executive directors and advancement staff on how to partner with your board to build an unstoppable fundraising team. A Fundraising Guide for Nonprofit Board Members shows you how to raise more money by building board leadership and skills in fundraising. This book covers it all--the board's leadership role in fundraising; how to organize and train your board to raise funds; building a team with board and staff; raising funds for operations, major gifts and capital campaigns; how to ask for gifts; plus a guide for conducting a board retreat that will lead to fundraising success. Demystifies the ask by providing a straightforward guide on how to ask for, and close, gifts Features case studies, real life examples, and checklists in an easy to reference format Offers sample materials for a board retreat on building the successful fundraising team Also by Julia Ingraham Walker: Nonprofit Essentials: Jump-Starting the Stalled Fundraising Campaign Entertaining, practical, and easy to use, this book will become a must-read for all board members, executive directors, and staff who want to build an effective fundraising team"--

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