

Resource Center

Tools and training for volunteer and service programs

Fundraising Resources

Contact the library at rc-library@etr.org or 800-860-2684 x260 to borrow items.

Effective Fundraising For Nonprofits: Real-World Strategies That Work (Second Edition) (R3274)

Featuring advice and stories from over 40 experienced fundraisers, foundation staffers, journalists, and others. Explains how to work with individual donors, plan special events, solicit grants from foundations and corporations, get media coverage, use the Internet to further fundraising goals, start a side business to raise funds, and more. Covers IRS rules and regulations, grassroots strategies for struggling nonprofits, the tools and staffing needed, and dozens of resources to take advantage of.

<http://nationalserviceresources.org/library/items/R3274>

Fundraising for Social Change (Fifth Edition) (R0239)

Offers proven fundraising techniques on asking for money, planning and conducting major gift campaigns, effectively using e-mail and online giving, and much more. Covers how to feel comfortable asking for money, how to recruit a team of people to help with fundraising, and how to build meaningful relationships with donors. Contains information on topics like ethics, working across cultural lines, and how to create opportunities for fundraising more systematically and strategically.

<http://nationalserviceresources.org/library/items/R0239>

Fine Art of Fundraising: Secrets for Successful Volunteers (R3495)

Learn what types of events work best as fundraisers, how to build community interest in an event, what it takes to become a successful chairperson, why making personal contact matters, how to plan every detail of an event (from invitations to cleanup), and more. Includes a case study of a large-scale event to use as a model.

<http://nationalserviceresources.org/library/items/R3495>

Fundraising on eBay: How to Raise Big Money on the World's Greatest Online Marketplace (R3490)

Filled with proven tips for reaching over 160 million potential donors. Learn to plan successful and unique auction events, convert in-kind gifts to cash, and raise awareness for a charitable cause. Contains step-by-step instructions for managing inventory, building a donor base, recording feedback, protecting customer's personal information, and more.

<http://nationalserviceresources.org/library/items/R3490>

Everything Fundraising Book: Create a Strategy, Plan Events, Increase Visibility, and Raise the Money You Need (R3349)

Offers step-by-step instructions and advice for setting fundraising goals, creating a plan, and tapping into corporate and government endowments. Includes how to budget a fundraiser and cover expenses, attract and work with volunteers, choose and organize campaigns and events, use corporate fundraisers to increase visibility, and pitch to reluctant donors and sponsors.

<http://nationalserviceresources.org/library/items/R3349>

Fundraising Online: Using the Internet to Raise Serious Money for Your Nonprofit Organization (R3200)

Provides guidance for nonprofit organizations that want to get the most out of the Internet for fundraising and selling goods and services. Topics include how to engage in effective search engine marketing; setting up an online charity auction; and finding grants from foundations, corporations, and government agencies, to name a few. Contains resources, an extensive site review index, and appendices with sections of a grant application, open source software, an example of an electronic newsletter, and web writing issues.

<http://nationalserviceresources.org/library/items/R3200>

Fundraising Fundamentals: A Guide to Annual Giving for Professionals and Volunteers (Second Edition) (R2197)

Comprehensive guide to managing a fundraising program for a nonprofit organization. Analyzes various techniques and methods for annual giving successfully carried out by organizations. Includes sample spreadsheets, checklists, and letters.

<http://nationalserviceresources.org/library/items/R2197>

How to Produce Fabulous Fundraising Events: Reap Remarkable Returns with Minimal Effort (R1216)

Contains strategies for selecting the right fundraising event as well as practical tips and tools for attracting, supervising, and appreciating event volunteers. Learn to plan, publicize, and evaluate an event to guarantee its success. Includes a step-by-step guide and diskette containing numerous forms, letters, lists, budgets, criteria selection, and more that can be adapted to any organization or event.

<http://nationalserviceresources.org/library/items/R1216>

Ten Steps to Fundraising Success: Choosing the Right Strategy for Your Organization (W2200)

Gives step-by-step instructions for assessing current efforts, assembling a fundraising team, choosing a fundraising strategy, setting and meeting goals, and measuring progress. Includes worksheets and CD.

<http://nationalserviceresources.org/library/items/W2200>