



# Nonprofit Fundraising 101

By Darian Rodriguez Heyman



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## Raise more money for your cause!

Based on expert advice and insights from a variety of respected industry experts, *Nonprofit Fundraising 101* is an essential text for nonprofit professionals, volunteers, activists, and social entrepreneurs who want to leverage best practices to promote their cause.

Built upon the success of the best-selling *Nonprofit Management 101*, this easy to digest book provides practical, comprehensive guidance for nonprofit fundraising around the globe. With tips and tools, expert advice, and real-world insights from almost fifty industry leaders, this robust resource addresses the entire spectrum of fundraising for nonprofits, including:

- Planning, hiring, and tracking progress
- Individual donors, major gifts, events, and direct mail
- Board and volunteer engagement
- Foundation and government grants
- Corporate partnerships
- Online and email fundraising
- Social media and mobile crowdfunding
- Earned income and social enterprise

Written by and for front line practitioners and geared towards a global audience of emerging and established leaders, this field guide offers step-by-step formulas for success. *Nonprofit Fundraising 101* features a foreword by fundraising guru and *Soul of Money* author Lynne Twist, insights from notable non-profit professionals such as CNN's Van Jones, and an afterword by Kiva.org Co-Founder & President Premal Shah.

This book also provides indispensable ideas and diverse case studies ranging from grassroots efforts to the ALS Ice Bucket Challenge, and advice for organizations of all sizes and focus. Chapters are brief and easily digestible, featuring extensive resources for additional learning, concrete best practices, and pitfalls to avoid. Enjoy this must-read manual to learn tried and true ways to raise more money for your cause, nonprofit, or charity.



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## Editorial Review

From the Back Cover

### PRAISE FOR *Nonprofit Fundraising 101*

"Good stuff! A great, incredibly helpful tool for any cause looking to raise money, online or off."  
—**Steve Wozniak**, Founder of Apple

"It's not often you find such a distinctive twist on the world of fundraising. Professionals—and lead volunteers—will find this to be a practical, global, source of reference."  
—**Andrew Watt**, CEO of the Association of Fundraising Professionals (AFP)

"This must-have book provides a comprehensive breakdown of the strategies and tactics necessary to raise the financial resources essential to bringing about the changes we seek."  
—**Jody Williams**, Nobel Peace Prize Laureate (1997); Chair, Nobel Women's Initiative

### About the Author

**DARIAN RODRIGUEZ HEYMAN** is an accomplished fundraiser, social entrepreneur, and author. His work "helping people help" started during his five-year tenure as Executive Director of Craigslist Foundation, where he launched their Nonprofit Boot Camp. He edited the bestselling book, *Nonprofit Management 101: A Complete and Practical Guide for Leaders and Professionals* (Wiley), after which he co-founded the global conference series Social Media for Nonprofits. He also co-founded Sparrow: Mobile for All and served as a Commissioner for the Environment for the City & County of San Francisco. He is a frequent keynote speaker at nonprofit, fundraising, youth leadership, and environmental events around the globe and thrives on connecting social change leaders to the best practices, resources, and contacts needed to maximize impact.

## Users Review

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#### Ellen Kelsey:

Do you have something that you want such as book? The reserve lovers usually prefer to opt for book like comic, limited story and the biggest one is novel. Now, why not hoping Nonprofit Fundraising 101 that give your satisfaction preference will be satisfied simply by reading this book. Reading routine all over the world can be said as the way for people to know world better then how they react when it comes to the world. It can't be said constantly that reading practice only for the geeky particular person but for all of you who wants to end up being success person. So , for all of you who want to start studying as your good habit, you could pick Nonprofit Fundraising 101 become your personal starter.

#### Kathy Woodward:

This Nonprofit Fundraising 101 is great publication for you because the content which can be full of

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**Christine Andrews:**

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**Mark Mata:**

What is your hobby? Have you heard that will question when you got college students? We believe that that query was given by teacher for their students. Many kinds of hobby, Everybody has different hobby. Therefore you know that little person including reading or as studying become their hobby. You need to know that reading is very important and also book as to be the point. Book is important thing to incorporate you knowledge, except your current teacher or lecturer. You find good news or update regarding something by book. Amount types of books that can you choose to adopt be your object. One of them is niagra Nonprofit Fundraising 101.

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