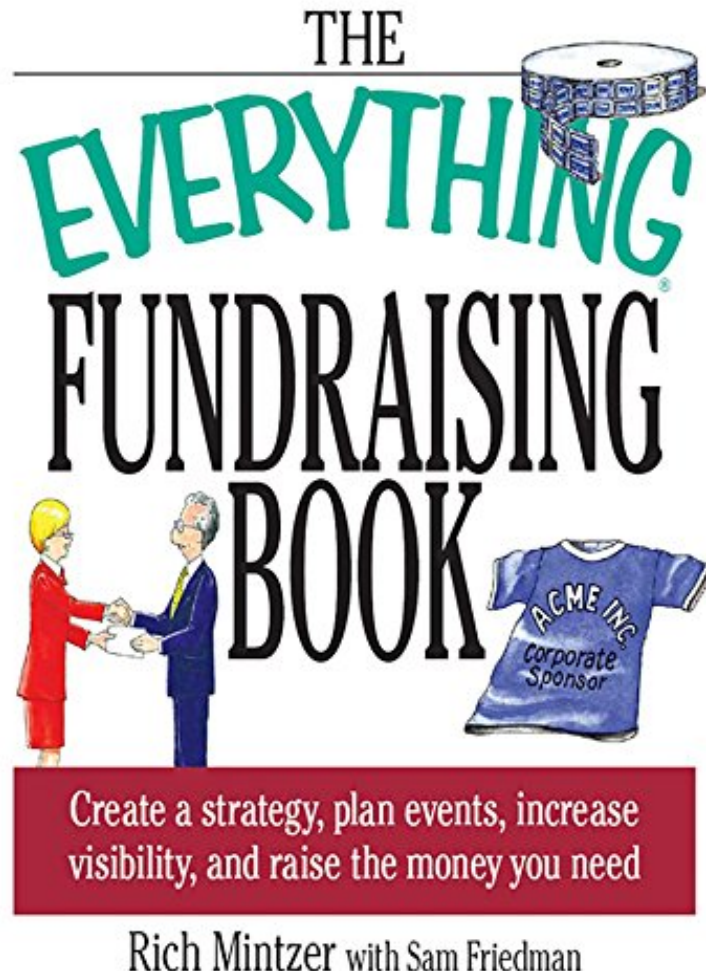


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## The Everything Fundraising Book: Create a Strategy, Plan Events, Increase Visibility, and Raise the Money You Need (Everythingreg;)

*Richard Mintzer, Sam Friedman*  
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**Richard Mintzer, Sam Friedman : The Everything Fundraising Book: Create a Strategy, Plan Events, Increase Visibility, and Raise the Money You Need (Everythingreg;)** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Everything Fundraising Book: Create a Strategy, Plan Events, Increase Visibility, and Raise the Money You Need (Everythingreg;):

0 of 0 people found the following review helpful. Fundraising is like marketingBy christy aptonIt takes time to ask for money but it does get easier in time.My goal is to raise a lot of money for the nonprofit that I am creating so that we can become financially successful.Thank you for your help in this process.8 of 8 people found the following review

helpful. Not focused enough. Just a string of beefed up articles that relate to fundraising of some sort. By Jeff Lippincott Not a bad book. But nothing to brag about, either. This book has a lot of content relevant to and related to fundraising and fundraisers, and that's why I gave it a 4-star rating. Usually I kill a book that lacks good organization supporting a central theme. In this case, I just finished reading the book and I find myself in a charitable mood. Pun intended. The book has the following 20 chapters: 1. Fundraising basics 2. Selecting the fundraiser for you 3. Getting started 4. Where and when? The details for your fundraiser 5. Organizing the troops 6. The big bucks 7. Honing your skills for effective fundraising 8. A lesson in ethics 9. Communications tools and practices 10. Spreading the word! 11. Corporate fundraising 12. Community fundraising 13. Grassroots fundraising 14. Fundraising with kids and teens 15. Political fundraising 16. Odds and ends 17. All about grants 18. Grant writing 101 19. Taxes and accounting 20. Measuring success

Books I've read in the past on fundraising tend to limit their scope to fundraising for NPOs, religious institutions, or political groups. And the books on NPOs tend to focus on either annual campaigns, special events, grants, major gift programs, endowment campaigns, or capital campaigns. This book doesn't limit its scope at all. It touches on just about everything I have just mentioned. As a result, a novice to fundraising will get lost reading it. The book sounds good, but I don't think it will ultimately be helpful if the reader is going to be responsible for some sort of fundraising program or project. The content is certainly there, but the message isn't clear. I got the feeling that each chapter started out as a newspaper article and the author simply beefed it up in order to include it in this book. As a result, topics like leadership, meetings, and consultants were found in multiple chapters. In my humble opinion these topics should have been covered once and only once so the book could have been easily digested by the reader. I also would have liked the book much better if I didn't have to feel like I was switching back and forth between discussions on fundraisers (projects) and fundraising (programs). The book would have been much more straightforward for me if it had started out talking about programs and the basics of any fundraising effort. And then moved on to describing some projects, i.e., special events, endowment campaigns, and capital campaigns. And the book should have avoided covering all three charity types: NPOs, religious orgs, and politics. Pick one and stick with it. They each are so different. 4 stars!

The Everything Fundraising Book makes fundraising easy with step-by-step instruction and advice from the experts. Whether you are a community volunteer or a professional fundraiser, this clear and practical guide shows you exactly how to set goals, create a plan, and tap into a financial goldmine of corporate and government endowments. Features timely information on how to: budget your fundraiser and cover expenses attract and work with volunteers choose and organize campaigns and events use corporate fundraisers to increase visibility pitch to reluctant donors and sponsors and more! Experienced fundraisers Rich Mintzer and Sam Friedman walk you through the process and help you avoid the pitfalls, so you can focus all your energy on reaching your fundraising goals.