



Effective Fundraising for Nonprofits: Real-World Strategies That Work

Ilona Bray JD

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Getting tax-exempt status for your nonprofit organization is just the first step toward succeeding in your mission -- ultimately, your nonprofit's effectiveness depends entirely on your ability to raise money. *Effective Fundraising for Nonprofits* will show you how.

Featuring advice and stories from over 40 experienced fundraisers, foundation staffers, journalists, and more, this edition of *Effective Fundraising for Nonprofits* offers strategies for raising donations from individuals, companies, and institutions, and covers the tools and staff you'll need to get the job done. Find out how to:

- work with individual donors
- analyze the donor base
- plan special events
- solicit grants from foundations and corporations
- get media coverage
- use the Web to further fundraising goals
- start a side business to raise funds

Best of all, *Effective Fundraising for Nonprofits* contains expert advice written in plain English, cutting out the jargon and "consultant speak" that's all too common in many nonprofit books.

This easy-to-read book combines the author's legal and fundraising experience with advice and stories from over 50 experienced fundraisers. Offers practical guidance on all the forms of fundraising that a new or small to mid-size nonprofit will need, including working with individual donors, planning special events, soliciting grants from foundations and corporations, getting media coverage, using the Web and social media, and much more. Includes handy worksheets and sample letters.

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