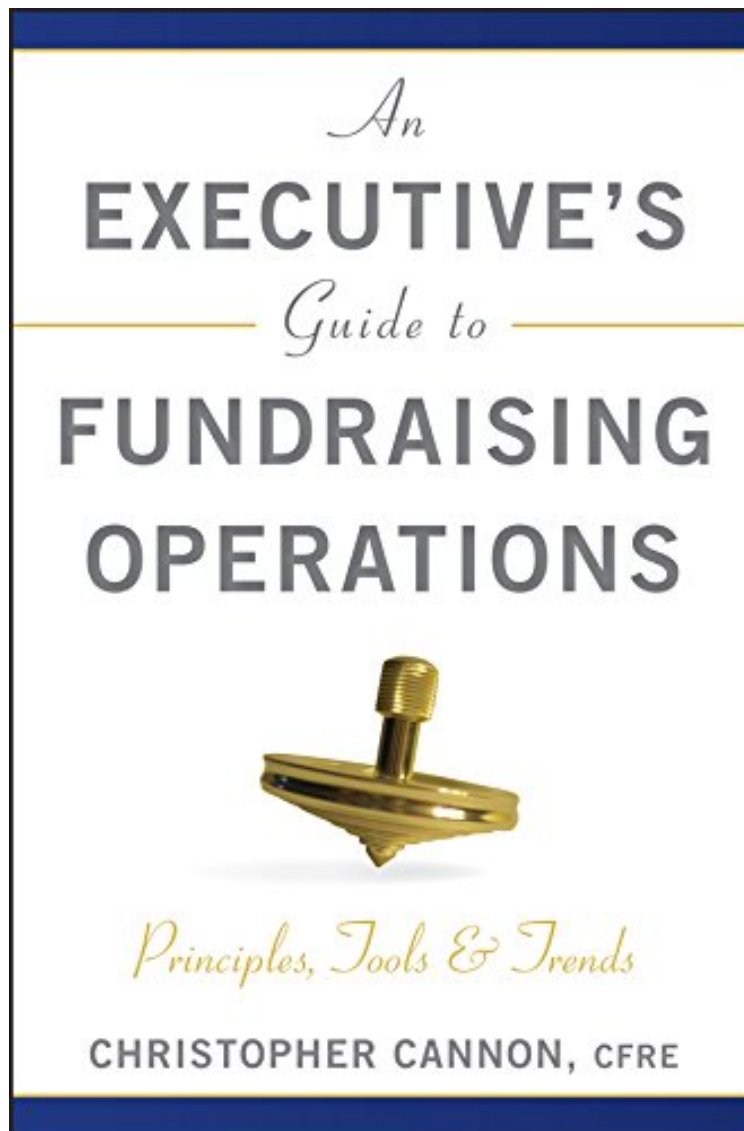


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## An Executive's Guide to Fundraising Operations: Principles, Tools and Trends (The AFP/Wiley Fund Development Series)

Christopher M. Cannon

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**Christopher M. Cannon : An Executive's Guide to Fundraising Operations: Principles, Tools and Trends (The AFP/Wiley Fund Development Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised An Executive's Guide to Fundraising Operations: Principles, Tools and Trends (The AFP/Wiley Fund Development Series):

0 of 0 people found the following review helpful. The executive and beyondBy S. W. LambertA valuable read for

every fundraising employee in order to get "the big picture" and where you fit in the organization. I loved the discussions of strategy.1 of 1 people found the following review helpful. Keep your eye on the prizeBy D. C. DregerChristopher Cannon makes it clear -- in the process of managing fundraising operations you should keep your focus on raising more money. From problem identification to problem solving, Cannon points out that operations is the means to the end, not just raising money, but fulfilling your organization's mission. The book is very readable, covering a series of topics from data and technology management to prospect development and proper donor stewardship. While much of the content is "back shop," there is a great deal of information that can help front-line fund raisers be more effective. As Bruce Flessner writes in the foreward, "An Executive's Guide to Fundraising Operations provides a hands-on look at ways in which operations build stronger fundraising programs." That's keeping your eye on the prize!We know that the impact of our fundraising efforts is based in relationship-building: information, cultivation, donor-centered solicitation and good stewardship of the gift and the relationship. But the effectiveness of those activities lies in the quality of an organization's fundraising operations. We're familiar with the resources at our disposal: data, technology, reports, moves, and more. Where Cannon's book shines is in guiding us to understanding (discovering?) what it all means! He offers many examples of ways to analyze the data, evaluate technology and measure impact. Ultimately, it's all about making decisions; Cannon's concepts will help you to make the best ones.2 of 2 people found the following review helpful. Not exclusively for executivesBy Benjamin MohlerIt's no secret that there's a shortage of quality books addressing the topic of fundraising operations (also called development or advancement services). This book is a welcome relief to this shortage. An Executive's Guide to Fundraising Operations: Principles, Tools Trends (The AFP/Wiley Fund Development Series) fills the gap nicely with a well organized and well researched text. This book isn't just another "how-to," but includes perspectives from the field in the chapter titled "Decision Advice from the Field." These contributions from practitioners in the field help bring additional context to the terms, concepts, and examples showcased elsewhere in the text.I believe this book of great value, not just for the non-profit executive manger as the title suggests, but also for front line fundraisers. Regardless of your position in the organization, this book will help you better appreciate the theory and application of effective fundraising operations and will help you better utilize this organizational asset for accurate and timely information and help ensure donor satisfaction and retention.

A straightforward guide to the principles of effective fundraising operations An Executive Guide to Fundraising Operations provides fundraisers with easy-to-understand approaches to evaluate and address fundraising operations needs and opportunities. This guide simplifies and focuses on the analysis of problems and needs, allowing a quick return to fundraising. Provides the essential framework to improve and innovate development operations Includes dozens of practical tools, including sample policies for data, database, reporting, and business processes Offers sample workflow illustrations for gift processing and acknowledgment, report specification, and other processes Features sample reports for campaign management, performance management, and exception management Delivers effective calculators for operational rules of thumb No matter what the department is called, most fundraisers struggle with evaluating operational issues. This guide leads you through principles of effective fundraising operations, simplifies complicated topics, and offers solutions to some of the most vexing operations dilemmas.

From the Inside FlapAs a fundraising executive, you can quickly become mired in details, especially without the right filters and evaluation strategies. You require the necessary tools to manage even the most complex aspects of your operations while maintaining your focus on fundraising. An Executive's Guide to Fundraising Operations helps you work smarter, not harder. Presenting the framework, fundamentals, and details you need to manage operations, An Executive's Guide to Fundraising Operations is filled with hundreds of useful tricks and tips for addressing operations needs. The Guide's clear, step-by-step guidance covers crucial responsibilities including program support, technology applications, data maintenance, gift processing, reporting and analytics, and compliance. Author and widely regarded development leader Christopher Cannon provides invaluable resources to boost your fundraising operations, with discussion of: Important parameters for fundraising operations A framework for assessing operational activities The responsibilities of the fundraising operations team Connecting operations to programs and integrating fundraising teams Emerging trends that may require your operations team to redefine its current strategies Tools and calculators for fundraising executives to gauge success No matter how your nonprofit refers to fundraising operations, the truth is most fundraisers struggle with evaluating their operational issues. Filled with case studies, best practices, and helpful evaluation tools, this guide demystifies this crucial department within the nonprofit, offering solutions for some of the most vexing operations dilemmas.From the Back CoverPraise for AN EXECUTIVE'S GUIDE TO FUNDRAISING OPERATIONS "Chris's pragmatic approach to fundraising operations can be applied easily to any development shop, especially those seeking to maximize resources, eliminate waste, and improve efficiency. Our team has benefited greatly from Chris's experience and insight." mdash;DEBORAH CURRAN, Senior Executive Director, Development Beth Israel Deaconess Medical Center "An Executive's Guide to Fundraising Operations provides a hands-on look at ways in which operations build stronger fundraising programs. Chris Cannon not only draws on his years of

experience consulting with great programs around the globe, but also upon the experiences of practitioners, to craft one of the most important fundraising books of this decade." mdash;BRUCE W. FLESSNER, Founding Principal, Bentz Whaley Flessner "Chris Cannon's work is a good addition to the body of fundraising literature for all organizationsmdash;it provides an excellent framework for a best practice model in operations with excellent examples that will benefit all fundraising shops." mdash;EUGENE A. HAYES III, President, Children's Healthcare of Atlanta Foundation "Chris Cannon's book stands out as an engaging and inspiring resource for executives who are leading today's fundraising operations in an increasingly complex and rapidly changing environment. Based on insights gained from years of exemplary work experience in the field, Cannon's book provides a comprehensive framework that is rich with practical guides and tools." mdash;WILLIAM J. LATTA, Associate Vice President for Advancement Services, Michigan State University "Anyone who leads a fundraising or development organization ought to be concerned with making their supporting operations 'spin like a top.' In turbulent times, an efficiently spinning back-of-house also provides for gyroscopic stability and responsiveness to change. An Executive's Guide to Fundraising Operations covers major components of operational groups and is valuable to new directors and experienced professionals alike." mdash;ROB SCOTT, Executive Directormdash;Development, Massachusetts Institute of Technology "This book is a terrific new resource for fundraising executives. Chris offers practical solutions for better decision-making based on appropriate use of resources and data analysis while avoiding the dreaded 'analysis paralysis' syndrome. This book is ideal for development officers at any level." mdash;DONALD J. WHELAN JR., Vice Chancellor for University Advancement, Texas Christian University

About the AuthorCHRISTOPHER CANNON, CFRE, is a managing associate with Bentz Whaley Flessner, a full-service development consulting firm serving higher education, healthcare, and nonprofits. Mr. Cannon partners with clients around the world to leverage their data, technology, and processes to foster increased fundraising results. His presentations and writing, such as recent articles in AHP Journal and AFP's Advancing Philanthropy, focus the fundraiser on aligning fundraising operations with the organization's programs and mission.