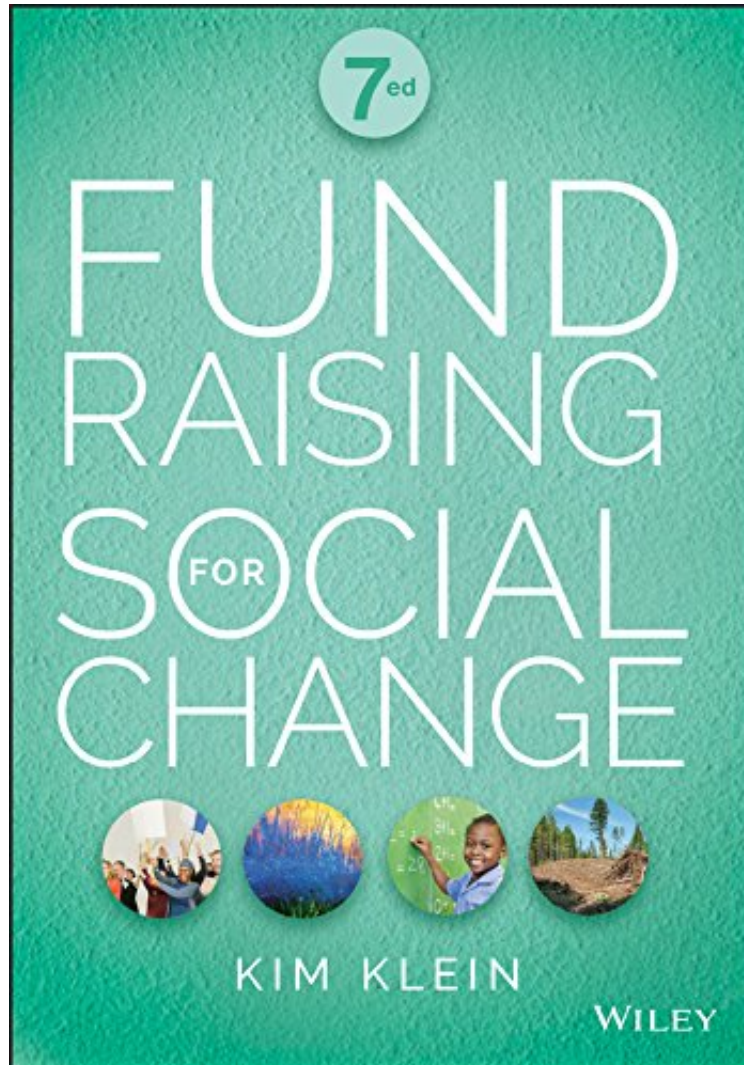


(Ebook pdf) Fundraising for Social Change

Fundraising for Social Change

Kim Klein

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Kim Klein : Fundraising for Social Change before purchasing it in order to gauge whether or not it would be worth my time, and all praised Fundraising for Social Change:

2 of 2 people found the following review helpful. I enjoyed reading it on my commuteBy Sierra C.I rented this book for a 'Non-Profit Fundraising' class, and not only was it inspiring and informative, I enjoyed reading it on my commute! Kim Klein is down-to-earth, and really created an enjoyable read.2 of 2 people found the following review helpful. Phenomenal Must-Have for anyone in Fundraising / DevelopmentBy IslandOwlFantastic book! It is truly the best fundraising book out there. Though the title says "for social change" it is a bible for all types of fundraising. Kim uses many stories to illustrate her points so it makes for an informative, interesting, and delightful read. I usually cannot sit and read a "How To" or "textbook" for a long time. I can with Kim's book. It is that good.1 of 2 people

found the following review helpful. Five Stars
By Henry E Cantwell
Very good book with a lot of good information.
Well written.

The bible of grassroots fundraising, updated with the latest tools and methods Fundraising for Social Change is the preeminent guide to securing funding, with a specific focus on progressive nonprofit organizations with budgets under \$5 million. Used by nonprofits nationally and internationally, this book provides a soup-to-nuts prescription for building, maintaining, and expanding an individual donor program. Author Kim Klein is a recognized authority on all aspects of fundraising, and this book distills her decades of expertise into fundraising strategies that work. This updated seventh edition includes new information on the impact of generational change, using social media effectively, multi-channel fundraising, and more, including expanded discussion on retaining donors and on legacy giving. Widely considered the 'bible of grassroots fundraising,' this practically-grounded guide is an invaluable resource for anyone who has to raise money for important causes. A strong, sustainable fundraising strategy must possess certain characteristics. You need people who are willing to ask and realistic goals. You need to gather data and use it to improve results, and you need to translate your ideas in to language donors will understand. A robust individual donor program creates stable and long-term cash flow, and this book shows you how to structure your fundraising appropriately no matter how tight your initial budget. Develop and maintain a large base of individual donors Utilize strategies that pay off sooner rather than later Expand your reach and get your message out to the donor pool Translate traditional fundraising methods into strategies that work for social justice organizations with little or no front money Basing your fundraising strategy on the contributions of individual donors may feel like herding cats; but it's the best way for your organization to maintain maximum freedom to pursue the mission that matters. A robust, organized, planned approach can help you reach your goals sooner, and Fundraising for Social Change is the field guide for putting it all together to make big things happen.

From the Back Cover
PRAISE FOR FUNDRAISING FOR SOCIAL CHANGE "People love Kim's fundraising wisdom and her keen ability to connect fund development with what matters in our communities. I always recommend Fundraising for Social Change to organizations in need of a book with ideas they can use right away as well as information about how to build a successful long-term fundraising program." —Steve Lew, senior projects director, CompassPoint Nonprofit Services "I used Fundraising for Social Change as a textbook for my class for many years and often recommend it to grassroots organizations as a primer for developing a fundraising strategy. Kim's years of experience and her own broad knowledge of the field give the book heft and credibility. Her pragmatism and sense of humor make it readable and engaging." —Maria Mottola, executive director, New York Foundation "The information and inspiration we have received from Kim Klein's books have been key to our grassroots fundraising efforts. Some people go back to Proust; I go back to her specifics about how to write a fundraising plan that actually works!" —Bob Fulkerson, state director, Progressive Leadership Alliance of Nevada (PLAN) "Kim makes me a believer again whenever I am in her presence; be it through her spoken or written word. While she provides the basics of raising money in an accessible form, what I truly value is the deep sense of purpose she reawakens in me as a fundraiser-activist." —Miguel Galvaldo, fundraising coach and trainer, Grassroots Institute for Fundraising Training "Kim Klein's Fundraising for Social Change was the first fundraising book I ever owned, many editions ago, and remains the most comprehensive, practical, and accessible resource for grassroots fundraisers. Reading this book is like having a smart, loyal friend whispering in your ear, 'Yes, you can do this. Here's how.'" —Andy Robinson, author, Train Your Board (and Everyone Else) to Raise Money
About the Author
KIM KLEIN is an internationally known fundraising trainer and defining figure in the field of grassroots fundraising. A tireless supporter of organizations with small budgets working for social justice, she is the author of five books, including the award-winning Reliable Fundraising in Unreliable Times.