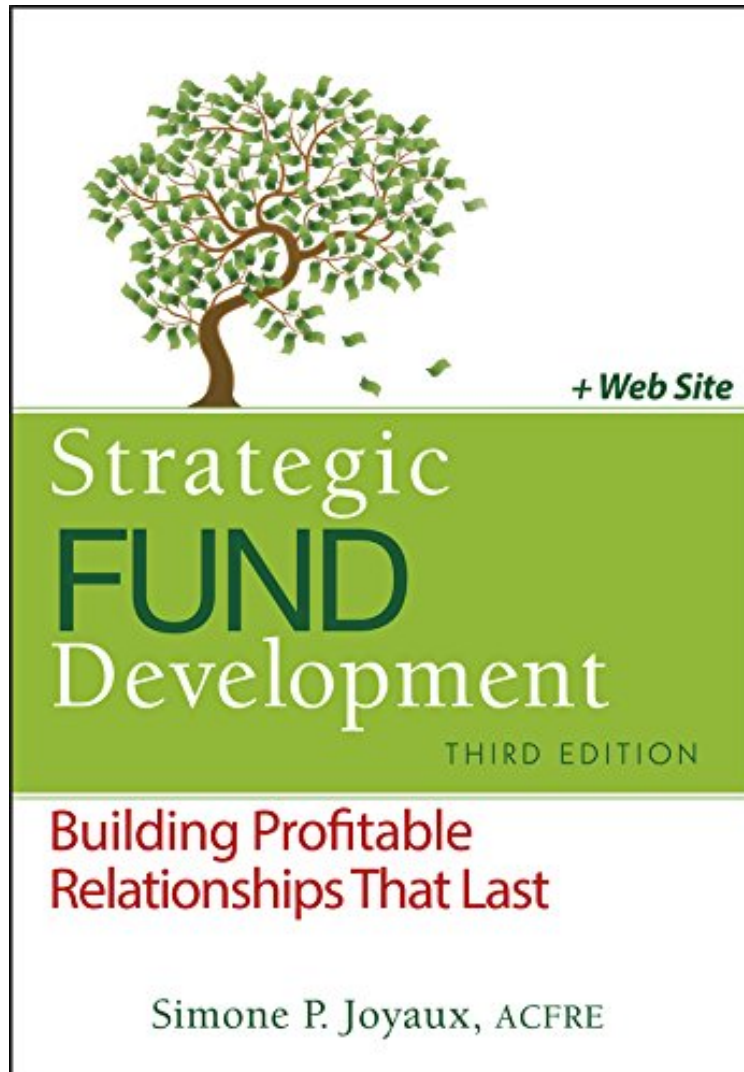


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Strategic Fund Development, + WebSite: Building Profitable Relationships That Last

Simone P. Joyaux

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The completely revised and expanded edition of a fundraising classic *Strategic Fund Development* became an instant classic the day the first edition was released. Now in this expanded third edition, it has been revised cover-to-cover with relevant new information and useful new tools and resources. The book addresses the needs for fundraisers of every level of expertise. Experienced development officers find this an invaluable reference tool for educating their colleagues and boards. New fundraisers get firm grounding in best practice and what it really takes to do this work. Executive directors learn how fundraising fits into the organization and what it takes to make fundraising productive. Contains in-depth analysis about what makes organizations effective, including things like leadership, organizational culture, decision-making processes, systems thinking, and well-managed change Offers comprehensive strategic planning insights, with detailed steps, sample research tools, retreat agendas, and complete plans Includes the same tools and resources for fundraising planning This updated classic provides essential insights, with an extra bonus: purchasers get exclusive access to a website of tools and resources.

From the Inside Flap "Does our organization have a vision and is it shared by staff, board, and volunteers? Are we unique enough to make a difference and attract dollars? If contributions are slowing down, what is it about our organization that is failing to find an audience? What could we do to attract more volunteers? How do our stakeholders view us? Does our board regularly discuss the implications of trends and the consequences of possible choices? Are we constantly ensuring that our organization is relevant?" —From *Strategic Fund Development, Third Edition*

Continuing to reflect the latest trends and changes in nonprofit impact and relevance, *Strategic Fund Development, Third Edition* thoughtfully helps you consider these and other crucial questions, presenting you with an abundance of tools and techniques to build a stronger organization that raises more money. Written by Simone Joyaux—a distinguished leader in the field of nonprofit management and fundraising—*Strategic Fund Development* is a practical, hands-on book equipping you with the support you need to carry out strategic planning, define your organization's values, and more. Dozens of practical examples are included from the author's extensive work with all types and sizes of organizations. This bestselling book is about so much more than just fundraising. The new edition expands its well-rounded guidance, with:

- New chapters on nonprofit leadership and the fundraising professional
- More about fund development planning, including measures and tips to involve your board members in process and implementation
- Lots of new examples of strategic plans, fund development plans, surveys, and more
- A new introductory chapter highlighting key elements of fund development
- Lots more cage-rattling questions that will both agitate and stimulate you, your colleagues, and your board members (you want to see change, right?)
- A new companion website containing even more examples and resources, including an array of sample strategic plans, donor surveys, and other useful information

With the always-useful lessons and proven answers that thousands of nonprofit professionals have turned to for building up their nonprofits, *Strategic Fund Development, Third Edition* is the definitive guide your nonprofit can count on to take it from stuck to stellar.

From the Back Cover Praise for *Strategic Fund Development THIRD EDITION*

- "Simone Joyaux's *Strategic Fund Development* is a well-worn book in my professional library. I consult it often and frequently refer it to colleagues, both those experienced and those new to the field." —Angela G. Powers, Senior Vice President of Development, Stewardship Donor Services, The Community Foundation for Greater New Haven
- "It takes moxie to call out professional and organizational indifference, courage to question the role and use of power in fundraising, and wisdom to identify what makes a good fundraiser exceptional. Simone's is a powerful voice in our field, and we must listen." —Sharilyn Hale, MA, CFRE, Chair, CFRE International
- "I admire this book. It's not just about raising money, it's about building strong organizations. And without strong organizations, you can't raise money. If you're an executive director or CEO looking to better understand fund development, this is an excellent resource. The chapter on strategic planning and how to enable your board members to help with fundraising will prove valuable on its own. A great contribution to the sector." —E.H. Guy Mallabone, MA, CFRE, President and CEO, Global Philanthropic Canada
- "In asking the reader to question everything, Simone continually reminds us of the connection between leadership, mission and meaning." —Gary A. Kelsey, EdD, Program Director and Professor, Master of Arts in Philanthropy and Development, Saint Mary's University of Minnesota

Strategic Fund Development became an instant classic the day the first edition was released. Now in this expanded Third Edition, it has been revised cover-to-cover with relevant, new information and useful, new tools and resources. Take a look inside the Third Edition for new discussions of:

- Leadership
- Positioning your organization to survive
- Building an effective board
- Fund development planning
- Strategic plans, surveys, and more

Filled with practical tips, useful examples, and helpful resources, *Strategic Fund Development* affirms you in your important work while presenting fresh and creative ways to approach your responsibilities. Read *Strategic Fund Development, Third Edition*, put its proven advice into action, and watch your nonprofit GROW.

About the Author SIMONE P. JOY AUX, ACFRE, is recognized internationally as a speaker, author, and consultant. Her firm, Joyaux Associates, provides fundraising and organizational development services. She is the author of *Keep Your Donors: The Guide to Better Communications and Stronger Relationships* (Wiley). A frequent conference speaker,

Ms. Joyaux also publishes an e-newsletter and writes a weekly blog on her website. In addition, she is a web columnist for the Nonprofit Quarterly. Visit simonejoyaux.com for more information.