



The Professional Body for Australian Fundraising

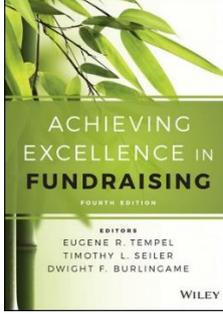
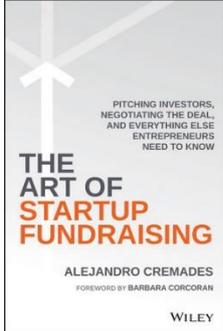
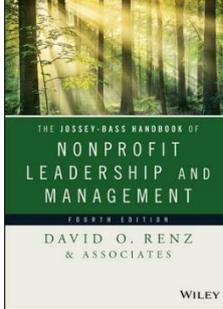
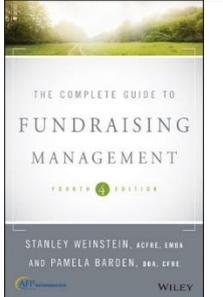
FIA BOOKSHOP CATALOGUE

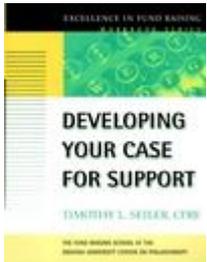
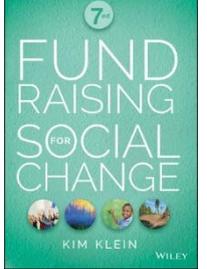
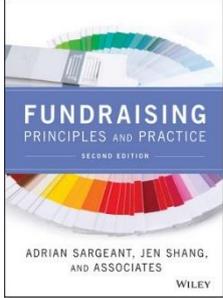
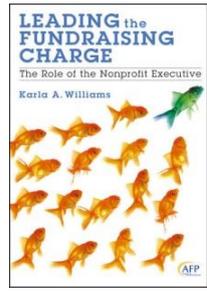
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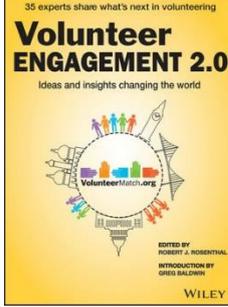
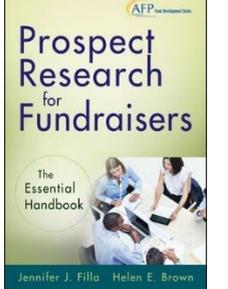
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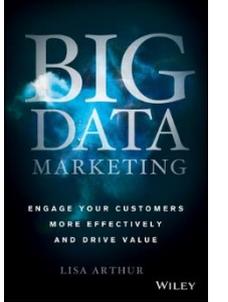
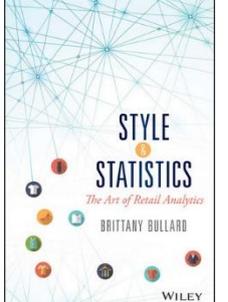
CFRE READING LIST AND COMPREHENSIVE FUNDRAISING RESOURCES

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|  | <p>Achieving Excellence in Fundraising, 4th Edition January 2016. By Eugene R. Tempel (Editor), Timothy L. Seiler and Dwight F. Burlingame</p> <p><i>Achieving Excellence in Fundraising</i>, 3rd Edition, explains the fundraising profession's major principles, concepts and techniques. A host of respected authors demonstrate why fundraising is a strategic management discipline and elucidate each step in the fundraising cycle: assessing human and societal needs, setting goals, selecting gift markets and fundraising techniques, soliciting new gifts and encouraging renewals.</p> | <p>Members: \$82.95</p> <p>Non-Members: \$109.95</p> |
|  | <p>The Art of Startup Fundraising April 2016. By Alejandro Cremades</p> <p><i>The Art of Startup Fundraising</i> takes a fresh look at raising money for startups, with a focus on the changing face of startup finance. New regulations are making the old go-to advice less relevant, as startup money is increasingly moving online. These new waters are all but uncharted - and founders need an accessible guide. This book helps you navigate the online world of startup fundraising with easy-to-follow explanations and expert perspective on the new digital world of finance. You'll find tips and tricks on raising money and investing in startups from early stage to growth stage, and develop a clear strategy based on the new realities surrounding today's startup landscape.</p> | <p>Members: \$29.95</p> <p>Non-Members: \$38.95</p> |
|  | <p>The Jossey-Bass Handbook of Nonprofit Leadership and Management, 4th Edition August 2016. By David O. Renz</p> <p><i>The Jossey-Bass Handbook of Nonprofit Leadership and Management</i> is the bestselling professional reference and leading text on the functions, processes, and strategies that are integral to the effective leadership and management of nonprofit and nongovernmental organizations. Now in its fourth edition, this handbook presents the most current research, theory, and practice in the field of nonprofit leadership and management. This practical, relevant guide is invaluable to the effective practice of nonprofit leadership and management, with expanded attention to accountability, transparency, and organizational effectiveness. It also extensively covers the practice of social entrepreneurship, presented via an integrative perspective that helps the reader make practical sense of how to bring it all together.</p> | <p>Members: \$111.95</p> <p>Non-Members: \$148.95</p> |
|  | <p>The Complete Guide to Fundraising Management, 4th Edition March 2017. By Stanley Weinstein and Pamela Barden</p> <p><i>The Complete Guide to Fundraising Management</i> is the comprehensive handbook for successful fundraising, with a practical focus that applies across the nonprofit sector. With a focus on planning, self-assessment, continual improvement, and high-payoff strategies, this book provides more than just ideas—it shows you the concrete, real-world actions that make it all happen, and gives you the tools you need to bring these concepts to life. This new fourth edition features the latest information about social media campaigning, internet fundraising, crowdfunding, and more. Timelines, checklists, and forms help you streamline management tasks to focus on effective development, and updated sample</p> | <p>Members: \$88.95</p> <p>Non-Members: \$117.95</p> |

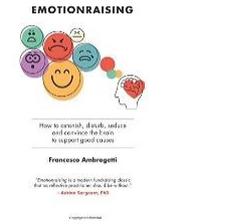
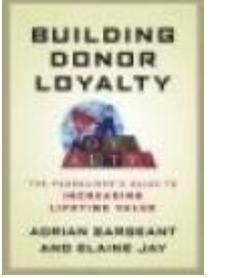
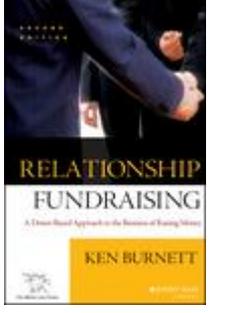
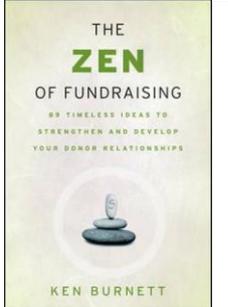
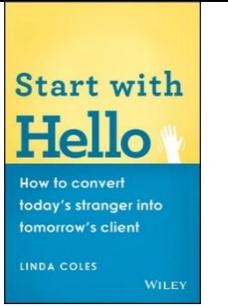
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| | reports and budget information help you begin implementing these approaches quickly. | |
|  | <p>Developing Your Case for Support August 2001, By Timothy L. Seiler</p> <p><i>Developing Your Case for Support</i> provides you with a complete framework for bringing together all the reasons non-profits know they are worthy of support and shows you how to develop a case that makes those reasons concrete and real for donors. Filled with helpful worksheets and examples, the workbook features a step-by-step methodology for gathering, organising and using the information essential for developing a compelling case statement.</p> | <p>Members: \$45.95</p> <p>Non-Members: \$60.95</p> |
|  | <p>Fundraising for Social Change, 7th Edition May 2016, By Kim Klein</p> <p><i>Fundraising for Social Change</i> is the preeminent guide to securing funding, with a specific focus on progressive non-profit organisations with budgets under \$5 million. Used by non-profits 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 recognised authority on all aspects of fundraising, and this book distils her decades of expertise into fundraising strategies that work.</p> | <p>Members: \$70.95</p> <p>Non-Members: \$93.95</p> |
|  | <p>Fundraising Principles and Practice, 2nd Edition February 2017, By Adrian Sargeant, Jen Shang and Associates</p> <p>This book offers a definitive text on fundraising. It provides students of fundraising and non-profit professionals access to the most relevant theories and includes concrete examples of modern fundraising practice. The book contains clear learning objectives, recommended readings, case studies, summary self-test questions, and exercises at the end of each chapter. <i>The Principles and Practice of Fundraising</i> comprehensively addresses all of the major forms of fundraising and critical topics such as donor behaviour and fundraising planning.</p> | <p>Members: \$94.95</p> <p>Non-Members: \$125.95</p> |
|  | <p>Leading the Fundraising Charge: The Role of the Nonprofit Executive January 2013, By Karla A. Williams</p> <p>In today's donor-focused environment, the executive director has a greater responsibility to play an active, informed and influential role in creating an environment that is conducive to optimal philanthropy. <i>Leading the Fundraising Charge</i> addresses the challenges and issues that executives face when leading a non-profit organisation that is dependent on philanthropic support.</p> | <p>Members: \$63.95</p> <p>Non-Members: \$84.95</p> |
|  | <p>QR Codes Kill Kittens: How to Alienate Customers, Dishearten Employees, and Drive Your Business into the Ground September 2013, By Scott Stratten and Alison Kramer</p> <p>Experts are constantly telling us what we need to be doing to improve our businesses. Hundreds of books in the market are filled with advice from these experts. But how can you filter out all of the bad advice, misinformation, and misuse of business tools that is out there? None of us needs another list of what we should be doing. <i>QR Codes Kill Kittens</i> tells you what not to do. Easy to digest, easy to avoid. The book is separated into several sections, and each will include a story related to the topic, in addition to tips and explanations on what not to do.</p> | <p>Members: \$21</p> <p>Non-Members: \$27.95</p> |

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|  | <p>Volunteer Engagement 2.0: Ideas and Insights Changing the World May 2015, By Robert J. Rosenthal and Greg Baldwin</p> <p><i>Volunteer Engagement 2.0: Ideas and Insights Changing the World</i> shows you many of the innovative approaches to engaging volunteers that are reshaping non-profits, volunteer programs and communities around the world - and how you can bring these changes to your own organisation. Curated and edited by Volunteer Match, the web's most popular volunteer engagement network, these transformative strategies and practices are already being used by innovative non-profit, government, and business sector leaders in volunteering - and they represent many of the future trends in volunteerism.</p> | <p>Members: \$37.95</p> <p>Non-Members: \$49.95</p> |
|  | <p>Prospect Research for Fundraisers: The Essential Handbook March 2013, By Jennifer J. Filla and Helen E. Brown</p> <p>Written especially for front-line fundraisers, <i>Prospect Research for Fundraisers</i> presents a practical understanding of prospect research, prospect management, and fundraising analytics, demonstrating how research can be used to raise more money. Filled with examples, case studies, interviews, and stories, this unique book is structured around the fundraising cycle and illustrates the myriad of current and ever-changing prospect research tools and techniques available to boost an organization's fundraising effectiveness.</p> | <p>Members: \$70.95</p> <p>Non-Members: \$93.95</p> |

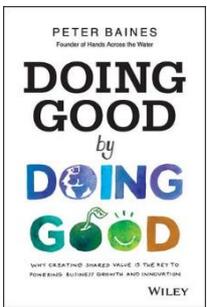
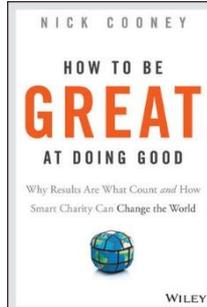
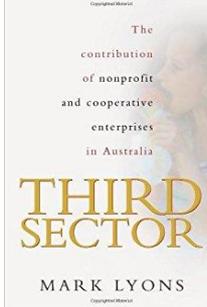
DATA ANALYTICS

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|  | <p>Big Data Marketing: Engage Your Customers More Effectively and Drive Value September 2013, By Lisa Arthur</p> <p><i>Big Data Marketing</i> provides a strategic road map for executives who want to clear the chaos and start driving competitive advantage and top-line growth. Using real-world examples, non-technical language, additional downloadable resources and a healthy dose of humour, <i>Big Data Marketing</i> will help you discover the remedy offered by data-driven marketing.</p> | <p>Members: \$23.95</p> <p>Non-Members: \$30.99</p> |
|  | <p>Style and Statistics: The Art of Retail Analytics November 2016, By Brittany Bullard</p> <p><i>Style & Statistics</i> is a real-world guide to analytics in retail. Written specifically for the non-IT crowd, this book explains analytics in an approachable, understandable way, and provides examples of direct application to retail merchandise management, marketing and operations.</p> | <p>Members: \$59.95</p> <p>Non-Members: \$78.95</p> |

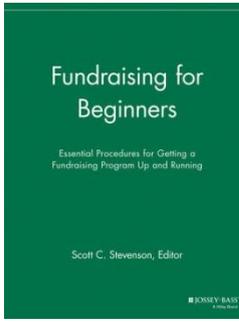
DONOR RELATIONS AND STEWARDSHIP

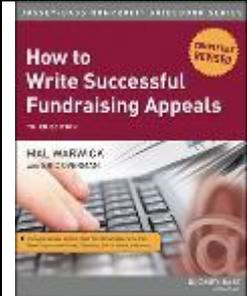
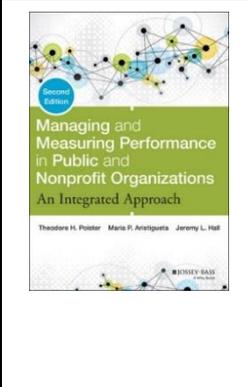
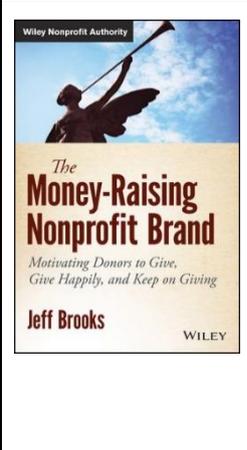
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|  | <p>Emotionraising: How to astonish, disturb, seduce and convince the brain to support good causes 2016, By Francesco Ambrogetti</p> <p>Have you ever wondered what makes you cry while watching a video, and what makes you willing to donate to a cause? Based on recent discoveries in neuroscience applied to marketing and fundraising, Francesco Ambrogetti explains why and how emotions guide our decisions and the role they play when we decide to support a cause or an organisation. Fascinating insights for all fundraisers!</p> | <p>Members: \$68</p> <p>Non-Members: \$85</p> |
|  | <p>Building Donor Loyalty: The Fundraiser's Guide to Increasing Lifetime Value February 2011, By Adrian Sargeant and Elaine Jay</p> <p><i>Building Donor Loyalty</i> is a hands-on guide written for professional fundraisers that outlines the factors that drive donor retention, explains how to keep donors committed to an organisation, and offers suggestions for developing donor value over time. It includes tools and techniques that have proven successful when growing long-term relationships with donors.</p> | <p>Members: \$56.95</p> <p>Non-Members: \$74.95</p> |
|  | <p>Relationship Fundraising: A Donor-Based Approach to the Business of Raising Money, 2nd Edition July 2002, By Ken Burnett</p> <p>Internationally acclaimed fundraising consultant Ken Burnett has completely revised and updated his classic book <i>Relationship Fundraising</i> to offer fundraising professionals an invaluable resource for learning the techniques of effective communication with donors in the 21st century. Filled with illustrative case histories, donor profiles and more than two hundred action points, this groundbreaking book shows fundraisers how to achieve a greater understanding of their donors.</p> | <p>Members: \$67.95</p> <p>Non-Members: \$89.95</p> |
|  | <p>The Zen of Fundraising: 89 Timeless Ideas to Strengthen and Develop Your Donor Relationships March 2006, By Ken Burnett</p> <p>Leading international fundraiser Ken Burnett, author of the classic <i>Relationship Fundraising</i>, has identified and defined 89 timeless ideas which he presents here as <i>The Zen of Fundraising</i>, a fun read and one-of-a-kind look into what makes donors tick and - more importantly - what makes them give.</p> | <p>Members: \$27</p> <p>Non-Members: \$35.95</p> |
|  | <p>Start with Hello: How to Convert Today's Stranger into Tomorrow's Client July 2013, By Linda Coles</p> <p>Good communication with colleagues and clients is an important aspect of doing business successfully. But if you're only talking to your associates, you're missing out on half the story and leaving money on the table. <i>Start with "Hello"</i> reveals how the most successful businesspeople and leaders share an overlooked and underappreciated talent—the ability to engage and communicate with strangers in productive, creative ways. Put simply, people like to do business with people they know, like, and trust. So get to know more people! Even if you don't think of yourself as the most outgoing person, you can learn to be more open and engaging to strangers.</p> | <p>Members: \$18.95</p> <p>Non-Members: \$24.95</p> |

FUNDRAISING AND NON-PROFIT ETHICS

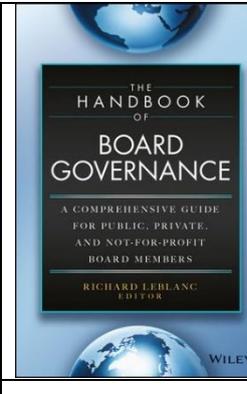
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|  | <p>Doing Good by Doing Good: Why Creating Shared Value is the Key to Powering Business Growth and Innovation December 2014, By Peter Baines</p> <p><i>Doing Good by Doing Good</i> shows companies how to improve the bottom line by implementing an engaging, authentic and business-enhancing program that helps staff and business thrive. International CSR consultant Peter Baines draws upon lessons learnt from the challenges he faced in his career as a police officer, forensic investigator and founder of Hands Across the Water, to describe the Australian CSR landscape, and the factors that comprise a program that benefits everyone involved.</p> | <p>Members: \$26</p> <p>Non-Members: \$34.95</p> |
|  | <p>How to Be Great at Doing Good: Why Results Are What Count and How Smart Charity Can Change the World April 2015, By Nick Cooney</p> <p><i>How to be Great at Doing Good</i> is a complacency-shattering guidebook for anyone who wants to actually change the world, whether as a donor, a volunteer or a non-profit staffer. Drawing on eye-opening studies in psychology and human behaviour, surprising interviews with philanthropy professionals and the author's 15 years of experience founding and managing top-rated non-profits. This book is an essential read for anyone who wants to do more good with their time and money.</p> | <p>Members: \$27.95</p> <p>Non-Members: \$36.95</p> |
|  | <p>Third Sector: The contribution of non-profit and cooperative enterprise in Australia 2001, By Mark Lyons</p> <p>'Not-for-profit' enterprises provide services enjoyed or depended upon by many Australians. But the charities, sports clubs, churches, community organisations, welfare groups, associations, unions and foundations that draw on our support and comprise the third sector also make a significant contribution to our society. They promote social change and defend traditional values and they express our capacity to work together without being ordered by government or lured by profit.</p> | <p>Member: \$25</p> <p>Non-Member: \$30</p> |

FUNDRAISING PROGRAMS, FOUNDATIONS, AND APPEALS

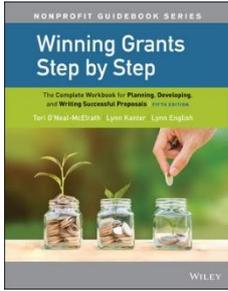
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|  | <p>Fundraising for Beginners: Essential Procedures for Getting a Fundraising Program Up and Running March 2013, By Scott C. Stevenson</p> <p>This practical resource helps non-profit organisations establish effective fundraising programs. Scott Stevenson provides useful information to produce winning fundraising plans, build mailing lists, effectively manage records, produce direct mail appeals, solicit major gifts and more.</p> | <p>Members: \$82.95</p> <p>Non-Members: \$109.95</p> |
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|  | <p>How to Write Successful Fundraising Appeals, Third Edition May 2013, By Mal Warwick</p> <p>Written by Mal Warwick, with assistance from Eric Overman, this comprehensive resource gives your non-profit fundraising team the information they need to write compelling fundraising appeals for any medium. If you follow Warwick's guidelines, your direct mail and online fundraising campaigns will produce better results, year after year.</p> | <p>Members: \$42.95</p> <p>Non-Members: \$56.99</p> |
|  | <p>Managing and Measuring Performance in Public and Nonprofit Organizations: An Integrated Approach, 2nd Edition October 2014, By Theodore H. Poister, Maria P. Aristigueva and Jeremy L. Hall</p> <p>This second edition is a comprehensive resource for designing and implementing effective performance management and measurement systems in public and non-profit organisations. The ideas, tools and processes in this vital resource are designed to help organisations develop measurement systems to support effective management approaches such as strategic management, result-based budgeting, performance management, performance contracting and much more.</p> | <p>Members: \$83.95</p> <p>Non-Members: \$110.95</p> |
|  | <p>The Money-Raising Nonprofit Brand: Motivating Donors to Give, Give Happily, and Keep on Giving March 2014, By Jeff Brooks</p> <p>Taking its cue from for-profit corporations, the non-profit world has increasingly turned to commercial-style branding to raise profiles and encourage giving. But it hasn't worked. Written by longtime sector insider, Jeff Brooks, this book argues that branding strategies borrowed from for-profit companies hasn't just failed but has actually discouraged giving.</p> <p>Non-profit fundraising is a fundamentally different world - financially, emotionally, and practically - than commercial marketing. Here, the author explains why commercial marketing strategies don't work and provides practical, experience-based alternatives that do.</p> | <p>Members: \$63.95</p> <p>Non-Members: \$84.95</p> |

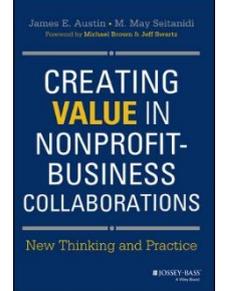
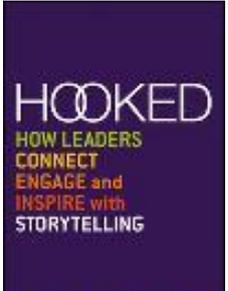
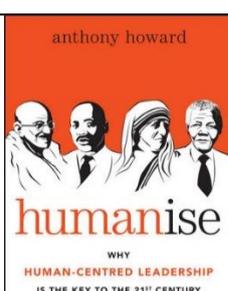
GOVERNANCE AND BOARD MANAGEMENT

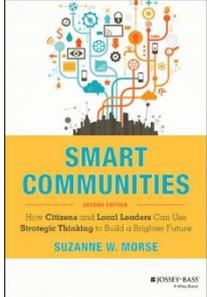
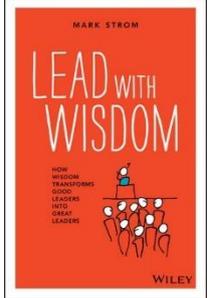
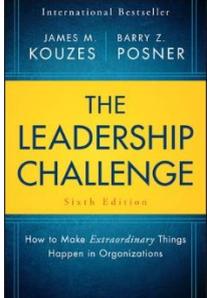
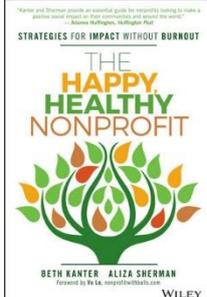
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|  | <p>The Handbook of Board Governance: A Comprehensive Guide for Public, Private, and Not-for-Profit Board Members May 2016, By Richard Leblanc</p> <p>Build a more effective board with insight from the forefront of corporate governance</p> <p><i>The Handbook of Board Governance</i> provides comprehensive, expert-led coverage of all aspects of corporate governance for public, non-profit and private boards. Written by collaboration among subject matter experts, this book combines academic rigor and practitioner experience to provide thorough guidance and deep insight.</p> | <p>Members: \$88.95</p> <p>Non-Members: \$117.95</p> |
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GRANTS AND WRITING GRANT APPLICATIONS

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|  | <p>Winning Grants Step by Step: The Complete Workbook for Planning, Developing and Writing Successful Proposals, 4th Edition July 2019, Tori O'Neal-McElrath, Lynn Kanter and Lynn Jenkins English</p> <p><i>Winning Grants</i> offers an accessible approach to the grant-writing process. It features information on the role of technology (more foundations are going paperless and conducting application submissions via online websites); the explosive growth of donor advised funds, the differences in approach between new projects and existing/continuing projects and techniques for submitting grant proposals to larger foundations versus smaller foundations.</p> | <p>Members: \$49.95</p> <p>Non-Members: \$65.95</p> |
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LEADERSHIP AND BUSINESS SKILLS

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|  | <p>Creating Value in Nonprofit- Business Collaborations February 2014, By James E. Austin and M. May Seitanidi</p> <p>This book is a step-by-step guide for business managers and non-profit practitioners for achieving successful cross-sector partnerships. It examines the key dimensions of the Collaborative Mindset that shape each partner's collaborative efforts. It analyses the drivers of partnership evolution along the collaboration Continuum, and sets forth the key pathways in the Collaboration Process Value Chain. The book concludes by offering Twelve Smart Practices of Collaborative Value Creation for the design and management of cross sector partnerships. The book will empower organisations to strategically increase the potential for value creation both for the partners and society.</p> | <p>Members: \$70.95</p> <p>Non-Members: \$93.95</p> |
|  | <p>Hooked: How Leaders Connect, Engage and Inspire with Storytelling May 2013, By Gabrielle Dolan and Yamini Naidu</p> <p>In today's hyper-competitive business environment, leaders who can engage and inspire their teams and organisations have a distinct advantage. In <i>Hooked</i>, communication and business storytelling experts Gabrielle Dolan and Yamini Naidu use real-world examples and proven, effective techniques to teach the skill of great business storytelling. They explain what good storytelling is, why business leaders need to learn it, how to create effective stories and how to practise for perfection.</p> | <p>Members: \$18.95</p> <p>Non-Members: \$24.95</p> |
|  | <p>Humanise: Why Human-Centred Leadership is the Key to the 21st Century January 2015, By Anthony Howard</p> <p><i>Humanise</i> is a comprehensive look at human-centred leadership, providing insight and guidance for those who want to change the world. A deep examination of the concept of moral leadership, this book examines what it is, how it's acquired and how it can be applied in business, government and society. Readers will gain insight into predominant leadership styles exemplified in governments and organisations around the world, and discover the</p> | <p>Members: \$24.95</p> <p>Non-Members: \$32.95</p> |

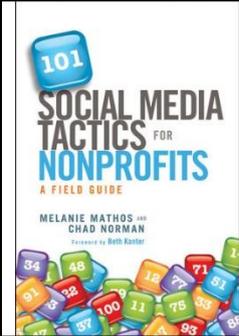
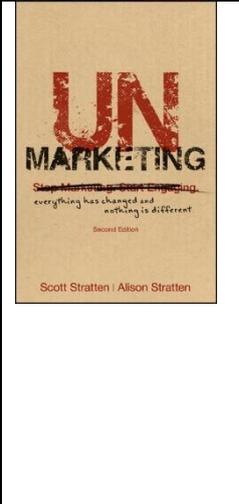
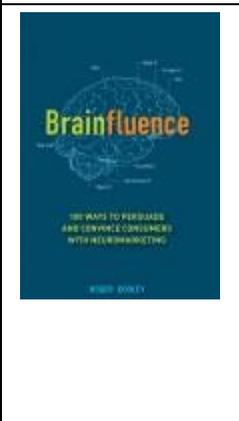
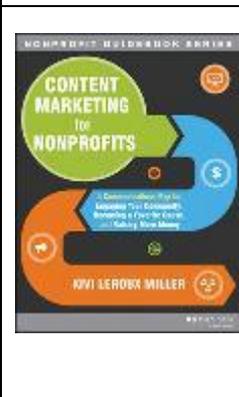
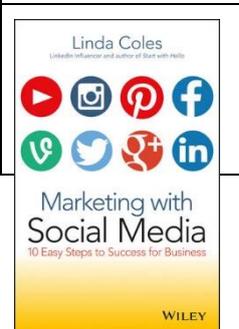
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| | <p>missing pieces that come together to more effectively guide people through challenges and transitions.</p> | |
|  | <p>Smart Communities: How Citizens and Local Leaders Can Use Strategic Thinking to Build a Brighter Future, 2nd Edition February 2014. Suzanne W. Morse</p> <p>Based on the results of more than a decade of research by the Pew Partnership for Civic Change, <i>Smart Communities</i> provides directions for strategic decision-making and outlines the key strategies used by thousands of leaders who have worked to create successful communities. Outlining seven "leverage points" for decision-making used by thousands of leaders who have worked to create successful communities, this new <i>Second Edition</i> offers leaders from both the public and private sectors the tools they need to build a civic infrastructure and create a better future for all the community's citizens.</p> | <p>Members: \$70.95</p> <p>Non-Members: \$93.95</p> |
|  | <p>Lead with Wisdom: How Wisdom Transforms Good Leaders into Great Leaders May 2017. Mark Storm</p> <p>A practical guide for leading others with wisdom, integrity, and humanity This book argues that great leadership requires wisdom. Rather than a formulaic managerial approach to leadership, <i>Lead with Wisdom</i> presents the case for leadership based on our shared humanity and the stories that unite us. What emerges is a model of leadership based on learning to read key patterns of human experience: the way language shapes our reality, how we form new meaning through conversation, how relationships determine influence and how we deal with uncertainty.</p> | <p>Members: \$22.95</p> <p>Non-Members: \$29.95</p> |
|  | <p>The Leadership Challenge: How to Make Extraordinary Things Happen in Organizations, 6th Edition April 2017. By James M. Kouzes and Barry Z. Posner</p> <p>For more than 25 years, <i>The Leadership Challenge</i> has been the most trusted source on becoming a better leader, selling more than two million copies in over 20 languages since its first publication. Based on Kouzes and Posner's extensive research, this all-new edition casts their enduring work in context for today's world, proving how leadership is a relationship that must be nurtured, and most importantly, that it can be learned. This anniversary edition is a landmark update and a must-read.</p> | <p>Members: \$41.95</p> <p>Non-Members: \$54.95</p> |
|  | <p>The Happy, Healthy Nonprofit: Strategies for Impact without Burnout September 2016. By Beth Kanter and Aliza Sherman</p> <p><i>The Happy, Healthy Nonprofit</i> presents realistic strategies for leaders looking to optimise organisational achievement while avoiding the common non-profit burnout. With a uniquely holistic approach to non-profit leadership strategy, this book functions as a handbook to help leaders examine their existing organisation, identify trouble spots and resolve issues with attention to all aspects of operations and culture.</p> | <p>Members: \$33</p> <p>Non-Members: \$43.95</p> |

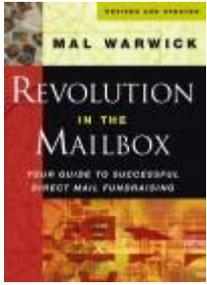
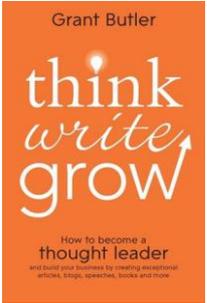
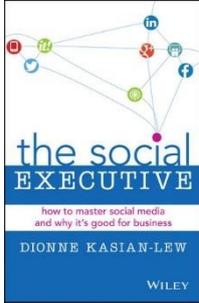
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| | <p>Leadership Results: How to Create Adaptive Leaders and High-Performing Organisations for an Uncertain World August 2017, By Sebastian Salicru</p> <p><i>Leadership Results</i> explores the fall of traditional leadership thinking and the struggling multibillion dollar leadership development industry that is failing to deliver results, and explains the mindset, skills, ways of being and methods that will get results in the new context and evolving paradigm.</p> | <p>Members: \$22.50</p> <p>Non-Members: \$29.95</p> |
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MAJOR GIFTS, GIFTS IN WILLS, CAPITAL CAMPAIGNS

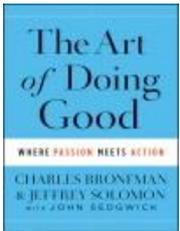
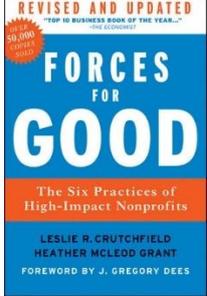
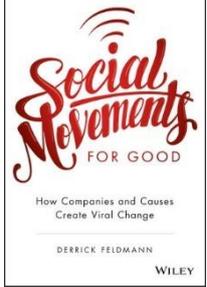
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| | <p>Conducting a Successful Capital Campaign: The New, Revised, and Expanded Edition of the Leading Guide to Planning and Implementing a Capital Campaign, 2nd Edition November 1999, By Kent E. Dove</p> <p>In the long-awaited second edition of this best-selling guide, Kent Dove offers an updated and expanded blueprint for planning and managing a successful capital campaign. He not only gives authoritative guidance to every aspect of a capital campaign but also provides new discussions on such important topics as linking strategic planning to fundraising, conducting external market surveys, defining leadership roles, establishing a campaign and solicitation process, and more.</p> | <p>Members: \$98.95</p> <p>Non-Members: \$130.95</p> |
| | <p>Conducting a Successful Major Gifts and Planned Giving Program: A Comprehensive Guide and Resource March 2002, Kent E. Dove, Alan M. Spears and Thomas W. Herbert</p> <p><i>Conducting a Successful Major Gifts and Planned Giving Program</i>--the fifth volume in the ground-breaking Dove on Fundraising Series--is a complete guide to establishing and sustaining a major gifts and planned giving program in a nonprofit organization. Written by master fundraiser Kent E. Dove and co-authors Alan M. Spears and Thomas W. Herbert, this essential resource includes the information needed to build a viable major gifts and planning giving program and offers a clear understanding of the law as it pertains to a variety of planned giving options.</p> | <p>Members: \$76.95</p> <p>Non-Members: \$101.95</p> |
| | <p>The Seven Faces of Philanthropy: A New Approach to Cultivating Major Donors November 2001, By Russ Prince and Karen Maru File</p> <p><i>Seven Faces of Philanthropy</i> introduces to you the Seven Faces approach - a powerful tool that enables development professionals to maximise their effectiveness when approaching major donors for gifts. The authors identify and profile seven types of major donors and offer you detailed strategies on how to approach them. Both novice and expert fundraisers will find this framework a valuable supplement to existing strategies and techniques.</p> | <p>Members: \$47.95</p> <p>Non-Members: \$62.95</p> |

MARKETING (INCL. DIRECT MAIL, SOCIAL MEDIA), MEDIA, COMMUNICATIONS

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|  | <p>101 Social Media Tactics for Nonprofits: A Field Guide January 2012, By Melanie Mathos, Chad Norman and Beth Kanter</p> <p>The ultimate social media guide for non-profits, with 101 ways to engage supporters, share your mission and inspire action using the social web. Broken down into five key areas, this unique guide explains the steps and tools needed to implement each tactic and provides many real-life examples of how non-profits are using the tactics.</p> | <p>Members: \$47.95</p> <p>Non-Members: \$62.95</p> |
|  | <p>UnMarketing: Everything Has Changed and Nothing is Different, 2nd Edition September 2016. By Scott Stratten and Alison Stratten</p> <p>For generations, marketing has been hypocritical. We've been taught to market to others in ways we hate being marketed to (cold-calling, flyers, ads, etc.). So why do we still keep trying the same stale marketing moves? <i>UnMarketing</i> shows you how to unlearn the old ways and consistently attract and engage the right customers. You'll stop just pushing out your message and praying that it sticks somewhere. Potential and current customers want to be listened to, validated, and have a platform to be heard- especially online. With <i>UnMarketing</i>, you'll create a relationship with your customers, and make yourself the logical choice for their needs. We know you've been told to act like other people, talk like other people, and market like all the people, but it is time for you to unlearn everything and start to UnMarket yourself.</p> | <p>Members: \$26.95</p> <p>Non-Members: \$34.95</p> |
|  | <p>Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing November 2011, By Roger Dooley</p> <p><i>Brainfluence</i> explains how to practically apply neuroscience and behaviour research to better market to consumers by understanding their decision patterns. This application, called neuromarketing, studies the way the brain responds to various cognitive and sensory marketing stimuli. Analysts use this to measure a consumer's preference, what a customer reacts to, and why consumers make certain decisions. With quick and easy takeaways offered in 60 short chapters, this book contains key strategies for targeting consumers through in-person sales, online and print ads, and other marketing mediums.</p> | <p>Members: \$29.95</p> <p>Non-Members: \$38.95</p> |
|  | <p>Content Marketing for Non-profits: A Communications Map for Engaging Your Community, Becoming a Favorite Cause, and Raising More Money August 2013, By Kivi Leroux Miller</p> <p>Non-profits are communicating more often and in more ways than ever before ... but is anyone paying attention? Kivi Leroux Miller shows you how to design and implement a content marketing strategy that will attract people to your cause, rather than begging for their attention or interrupting them with your communications. You'll learn how to plan, create, share and manage relevant and valuable content that inspires and motivates people to support your non-profit in many different ways.</p> | <p>Members: \$51.95</p> <p>Non-Members: \$68.95</p> |
|  | <p>Marketing with Social Media: 10 Easy Steps to Success for Business August 2014, By Linda Coles</p> <p><i>Marketing with Social Media</i> is your step-by-step guide to using Facebook, LinkedIn, Twitter, Google+, Pinterest and YouTube to</p> | <p>Members: \$21</p> <p>Non-Members: \$27.95</p> |

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| | <p>promote your business. In 10 quick and easy steps, you'll learn how to use social media effectively, establish a simple marketing plan and measure the results of your efforts. You'll learn the basics of building profile pages, and how to create appropriate content that can be accessed by thousands of potential customers. This new edition is packed full of tips, traps to avoid and social media success stories, plus information on the newer platforms including Vine and Instagram.</p> | |
|  | <p>Revolution in the Mailbox: Your Guide to Successful Direct Mail Fundraising March 2011, By Mal Warwick</p> <p>This book provides your non-profit organisation with the most current and comprehensive survey of direct mail fundraising available anywhere. If you follow Warwick's practical, down-to-earth advice, direct mail will help your organisation grow, gain visibility, involve your donors, increase its efficiency and achieve financial stability.</p> | <p>Members: \$64.95</p> <p>Non-Members: \$85.95</p> |
|  | <p>Unselling: The New Customer Experience September 2014, By Scott Stratten and Alison Kramer</p> <p><i>Unselling</i> is about everything but the sell. We put all of our focus on the individual purchase transaction, while putting the rest of our business actions second. We've become blind to customer service, support, branding, experiences and even product quality. Sixty percent of purchasing decision is made before a customer even contacts you. We have funnel vision, and it needs to stop.</p> | <p>Members: \$29.95</p> <p>Non-Members: \$38.95</p> |
|  | <p>Think Write Grow: How to Become a Thought Leader and Build Your Business by Creating Exceptional Articles, Blogs, Speeches, Books and More November 2011. Grant Butler</p> <p>In a competitive age, thought leadership has emerged as a subtle but powerful way to grow your business, establish credibility and demonstrate expertise, build your profile and forge relationships with prospects and customers. Thought leadership material can take many forms, including public speaking, websites, the media, advertising, writing books, online forums, webinars and blogging. This book will show you how to take your great ideas and craft them into a clear point of view which can influence others. <i>Think Write Grow</i> studies the techniques of the great communicators of recent times, from Barack Obama and Boris Johnson to Tim Flannery and Malcolm Turnbull.</p> | <p>Members: \$22.95</p> <p>Non-Members: \$29.95</p> |
|  | <p>The Social Executive: How to Master Social Media and Why It's Good for Business May 2014. Dionne Kasian-Lew</p> <p>Social media is not about social media. It's about leadership and connections. Billions of conversations are taking place in social networks every day. But for busy executives and business owners, time constraints make it hard to dedicate time to demystifying these communication opportunities. In <i>The Social Executive</i>, readers are given evidence-based, data-driven strategies for mastering social media, and using it to enable business success. This book's easy, straightforward, practical style ensures that you will gain a solid working platform in the shortest amount of time possible. The focus is on the reasons why social media is important for executives, and how it aligns perfectly with business strategies.</p> | <p>Members: \$20.95</p> <p>Non-Members: \$26.95</p> |

NON-PROFIT STRATEGY, SUSTAINABILITY, AND IMPACT

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|  | <p>The Art of Doing Good: Where Passion Meets Action August 2012, By Charles Bronfman and Jeffrey Solomon</p> <p>For anyone setting out to change the world, launching a non-profit venture can be a powerful way to enact change. Whether bringing donated eyeglasses to children who have never seen clearly, revamping inner city schools, or bringing solar cookers to refugee camps, the act of doing good can be life-changing. Yet starting a non-profit and running it well can also pose challenges. <i>The Art of Doing Good</i> is an essential companion for anyone looking to start an organisation that makes a real difference.</p> | <p>Members: \$35.95</p> <p>Non-Members: \$46.95</p> |
|  | <p>The Forces for Good: The Six Practices of High-Impact Nonprofits, Revised and Updated Edition April 2012. Leslie R. Crutchfield and Heather McLeod Grant</p> <p>An updated edition of a groundbreaking book on best practices for nonprofits. What makes great nonprofits great? In the original book, authors Crutchfield and McLeod Grant employed a rigorous research methodology derived from for-profit books like <i>Built to Last</i>. They studied 12 nonprofits that have achieved extraordinary levels of impact—from Habitat for Humanity to the Heritage Foundation—and distilled six counterintuitive practices that these organizations use to change the world.</p> | <p>Members: \$35.95</p> <p>Non-Members: \$46.95</p> |
|  | <p>Social Movements for Good: How Companies and Causes Create Viral Change January 2016. Derrick Feldmann</p> <p><i>Social Movements for Good</i> is a guidebook for driving change, by taking advantage of the social "currency" that makes movements go viral. Author Derrick Feldmann has spent a career showing organizations how to best reach donors, activists, and employees, and engage a new generation of supporters. In this book, he shares his secrets alongside the stories of today's most successful social good movements by companies and nonprofits. You'll learn about the leaders behind these movements, the individuals who responded, and the approaches that made it work. Modern social movements operate within a new paradigm, and this informative guide walks you through how these movements are created, why people get on board, and the strategy and support network that must be in place for it to succeed.</p> | <p>Members: \$35.95</p> <p>Non-Members: \$46.95</p> |