

Achieving Excellence in Fundraising

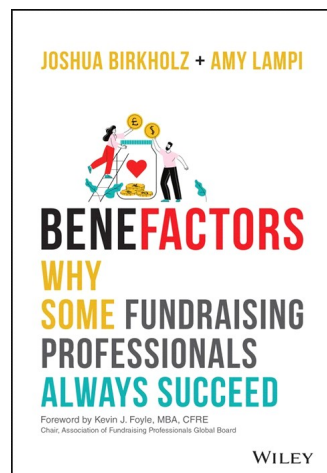
Genevieve G. Shaker, Eugene R. Tempel, Sarah K. Nathan, Bill Stanczykiewicz

Strategies and concepts for mission-based fundraising

From the world's first school of philanthropy, *Achieving Excellence in Fundraising* is the leading fundraising textbook based on research and steeped in practical expertise. It has long been the go-to reference for fundraising principles, concepts, and techniques. Topics include donor motivations and behaviors, engaging donors at all levels, inclusive and ethical fundraising, and more, with contributions from noted experts in the field. You'll gain insight into the practice of fundraising and the fundraising cycle, reinforced by discussion questions, application exercises, and research-based recommendations.

This 5th edition of *Achieving Excellence in Fundraising* is reimagined to meet the needs of today's fundraisers, their nonprofit employers, and

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BeneFactors : Why Some Fundraising Professionals Always Succeed

Joshua M. Birkholz, Amy S. Lampi

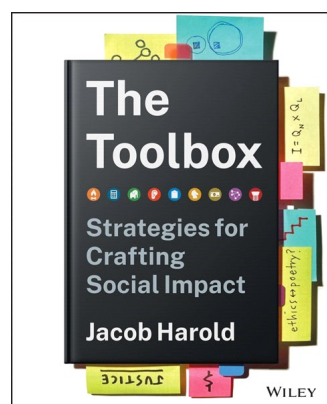
Overcome contemporary fundraising challenges and equip your non-profit or charity to meet the digital age head-on

Contemporary fundraisers and development professionals are meeting a new and challenging set of obstacles as they go out into the world and attempt to raise money for their causes and organizations.

In *BeneFactors: Why Some Fundraising Professionals Always Succeed*, a team of veteran philanthropy strategists and consultants delivers an exciting and practical playbook for modern fundraising that can be deployed in a variety of charitable and non-profit organizations and settings. You'll explore the eight factors you must master to exceed your fundraising goals in the modern era.

In the book, you'll discover:

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The Toolbox : Strategies for Crafting Social Impact

Harold

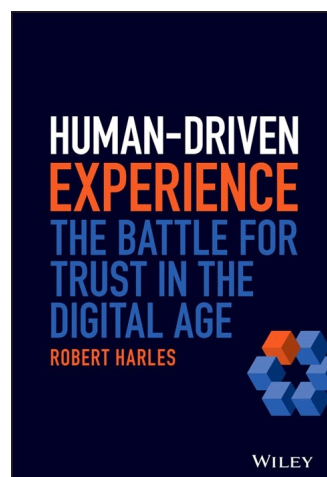
Transform your corner of the world with strategies from a social change visionary

In *The Toolbox: Strategies for Crafting Social Impact*, celebrated nonprofit executive Jacob Harold delivers an expert guide to doing good in the 21st century. In the book, you'll explore nine tools that have driven world-shaking social movements and billion-dollar businesses—tools that can work just as well for a farmers market or fire department or small business.

The author describes each of the tools—including storytelling, mathematical modeling, and design thinking—in a stand-alone chapter, intertwining each with a consistent narrative and full-color visual structure. Readers will also find:

- A consistent focus and emphasis on the work of social good

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Human-Driven Experience : The Battle for Trust in the Digital Age

Robert Harles

Explore the human side of the latest digital technologies and trends

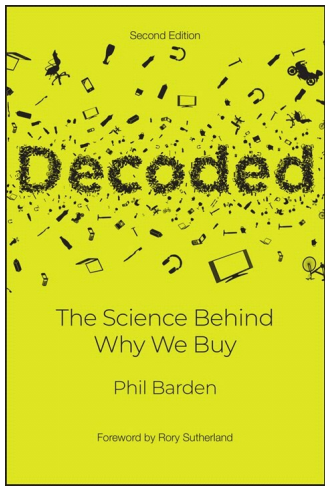
In *Human-Driven Experience: The Battle for Trust in a Digital Age*, veteran digital strategist delivers a must-read exploration of how to capture the attention of consumers whose tolerance for inauthenticity is at an all-time low. In the book, you'll discover ways to harness the sometimes whiplash-inducing pace of change in the marketplace to accelerate innovation in your own organisation.

The author discusses the need for increased mobility between functional areas like information technology, digital and marketing and how privacy and security must become essential components of your brand's promise to consumers. You'll also find:

- Strategies for creating end-to-end digital experiences that hit home with consumers

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Decoded : The Science Behind Why We Buy

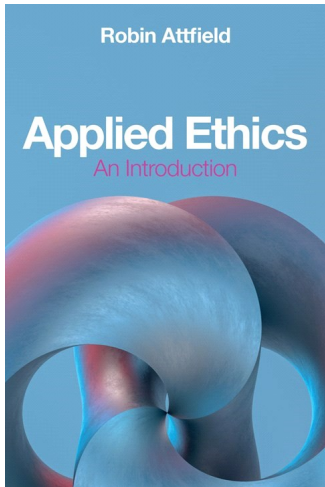
P Barden

A groundbreaking exploration of purchasing behaviour and its essential role in smarter marketing practices to benefit your organization

If you understand why people buy, you are already one step ahead in reaching out to them effectively with your products and services. *Decoded: The Science Behind Why We Buy* offers a groundbreaking exploration into the science of purchasing. The book specifically demonstrates why decision science has proven invaluable to the field of marketing by helping to explain purchasing behaviours.

Decoded delivers a practical framework and guidelines for applying science to the marketing practices you use every day. As a marketing professional, you can look to this book for behavioural knowledge, timely case studies, and an understanding of methodologies. You'll gain advice on how to employ knowledge about behaviours for more effective brand management, from strategy to implementation to new

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Applied Ethics : An Introduction

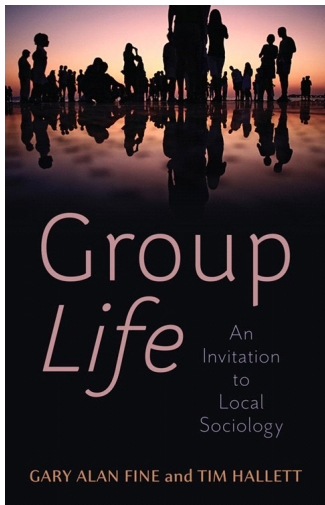
Robin Attfield

Philosophy has provided us with a wealth of moral and ethical theories. Applied ethics is the study of practical moral issues and our best philosophical theories, and how each can inform the other.

Acclaimed philosopher and textbook author Robin Attfield invites students to reflect on the key problems of our time. Through lively case studies of topics related to health care, international development, the environment, abortion, punishment and more, he reveals how standard ethical theories can be tested on these real-life scenarios and, if necessary, revised or discarded. Students are encouraged to be their own philosophers, exploring and reaching coherent stances across a wide range of areas of everyday concern.

Covering a typical applied ethics syllabus in a comprehensive and accessible manner, *Applied Ethics* will motivate philosophy students to engage with the most pressing moral issues of the twenty-first century.

Polity
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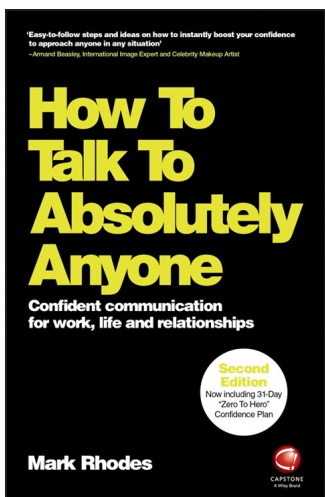
Group Life : An Invitation to Local Sociology

GA Fine

Sociological analysis is replete with debates about “micro” and “macro,” individual and society, but all too often these miss the point: interacting groups are the hinge that connects the two. To understand how structures matter and how individuals navigate them, we must take groups and people in local communities seriously.

Gary Alan Fine and Tim Hallett skillfully argue that sociologists have the obligation to examine the role of small communities in the creation of both the interaction order and structural realities. With novel concepts and rich ethnographic examples, this book describes how group commitments shape selves and society, emphasizing the importance of a meso-level approach to social organization. Fine and Hallett provide new models of identity, culture, conflict, and control, and consider how a network of groups can provide insight into extended communication channels and social media lattices. Ultimately, they show that, despite the importance of institutions and

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How To Talk To Absolutely Anyone : Confident Communication for

Work, Life and Relationships

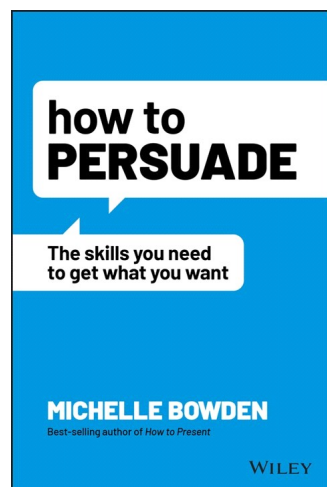
Mark Rhodes

Talk to anyone, anytime, about anything — with confidence.

How to Talk to Absolutely Anyone is your personal handbook for stepping up your communication game. Part confidence coach and part social manual, this book reveals the reasons behind your reserve and offers real, practical ways to break through the barriers and make a connection. Whether you fear judgement and rejection or just don't know what to say, these simple exercises will equip you with a gold mine of social tools to get you through any situation. This new second edition has been updated to include the complete 30-day Zero to Hero Personal Confidence Course, to help you build your skills and increase your chances of getting what you want out of any conversation. Working step-by-step, you'll learn how to approach strangers, strike up a conversation and exit gracefully; by first changing your outlook, you develop the ability to navigate even tricky situations with confidence

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How to Persuade : The Skills You Need to Get What You Want

Michelle Bowden

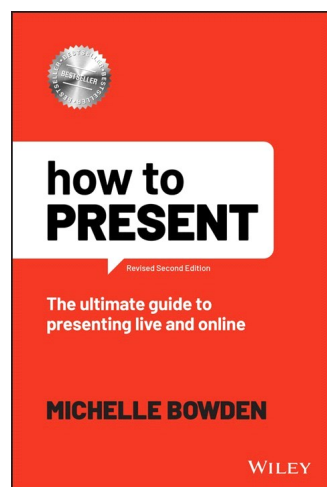
Do you want to get to 'yes'?

Every day we are faced with moments where we either win or lose. The question is: How persuasive are you? Could you be winning more of the time? In *How to Persuade*, best-selling author Michelle Bowden shows you the research-proven techniques to master the art of persuasion in any situation—whether it's securing that next big deal, convincing your manager to hit 'approve,' or even winning an argument with your friends.

Through real-world examples and engaging activities, this book shows you how to transform your weaknesses into strengths. You'll build your own personalised plan to move people from 'no' to 'yes'—every time. Learn how to:

- Recognise and improve your persuasive strengths and

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How to Present : The Ultimate Guide to Presenting Live and Online

M BOWDEN

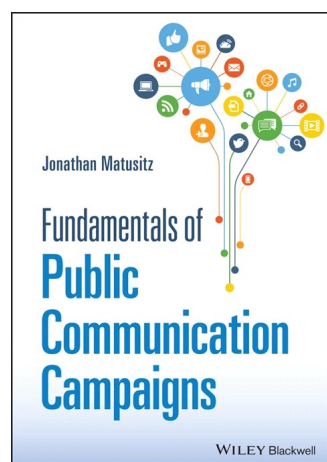
Learn the secrets of successful speaking, communicating and presenting

Do you get nervous when presenting at work? Do you want to showcase your knowledge, influence people and accelerate your career? *How to Present* reveals the winning formulas that ensure you are a confident, clear and influential presenter every time.

Presentation skills expert Michelle Bowden shares her internationally proven system for exceptional presenting, starting with analysis (plan what you would like to achieve), then design (put your presentation together) and delivery (communicate your message for results). This second edition is fully updated with all new strategies for presenting in online and hybrid sessions. Presenting online can be effective and engaging—you just need to know what to do, and then do it! *How to Present* will help you:

- maximise your impact in meetings, conferences and

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Fundamentals of Public Communication Campaigns

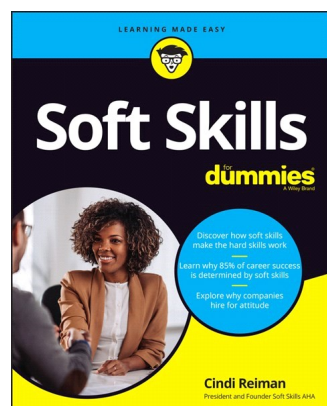
Jonathan Matusitz

The most comprehensive and up-to-date textbook on public communication campaigns currently available

Fundamentals of Public Communication Campaigns provides students and practitioners with the theoretical and practical knowledge needed to create and implement effective messaging campaigns for an array of real-world scenarios. Assuming no prior expertise in the subject, this easily accessible textbook clearly describes more than 700 essential concepts of public communication campaigns. Numerous case studies illustrate real-world media campaigns, such as those promoting COVID-19 vaccinations and social distancing, campaigns raising awareness of LGBTQ+ issues, entertainment and Hollywood celebrity campaigns, and social activist initiatives including the #MeToo movement and Black Lives Matter (BLM).

Opening with a thorough introduction to the fundamentals of public

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Soft Skills For Dummies

Reiman

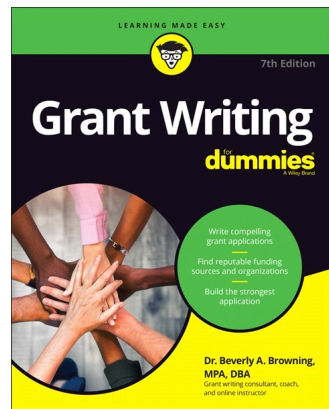
Soft skills make the hard skills work!

Soft skills are the personal qualities that make you a great communicator, problem solver, and leader on the job—and in your personal life. *Soft Skills For Dummies* helps you hone in on the traits you already have—or fine tune the ones that may need some extra attention—to market yourself as a workplace leader who's in touch with what today's employers are looking for: people who can lead and inspire through interpersonal communication, cultural awareness, time management, teamwork, critical thinking, and problem solving.

- Sharpen the skills you need for a successful career
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Grant Writing For Dummies

Beverly A. Browning

Write award-winning grant proposals that build organizational capacity!

For nonprofit and for-profit firms alike, grants can be a singular generator of growth and impact. But many leaders are intimidated and confused by the sometimes-complex grant application process. The truth, however, is that anyone can learn to write and send a powerful grant letter with the right help.

In *Grant Writing For Dummies*, Dr. Beverly Browning draws on over four decades of experience writing grant applications and training grant writers to deliver a comprehensive and easy-to-follow roadmap to drafting and submitting grant applications that get funded. You'll learn to craft the strongest application possible, find the best sources of funding from online databases, and present a realistic project budget plan.

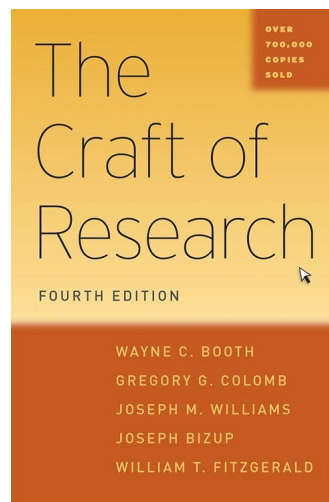
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The Craft of Research, Fourth Edition

Wayne C. Booth, Gregory Colomb, Joseph M. Williams, William

Fitzgerald

With more than three-quarters of a million copies sold since its first publication, *The Craft of Research* has helped generations of researchers at every level—from first-year undergraduates to advanced graduate students to research reporters in business and government—learn how to conduct effective and meaningful research. Conceived by seasoned researchers and educators Wayne C. Booth, Gregory G. Colomb, and Joseph M. Williams, this fundamental work explains how to find and evaluate sources, anticipate and respond to reader reservations, and integrate these pieces into an argument that stands up to reader critique.

The fourth edition has been thoroughly but respectfully revised by Joseph Bizup and William T. FitzGerald. It retains the original five-part structure, as well as the sound advice of earlier editions, but reflects the way research and writing are taught and practiced today. Its chapters

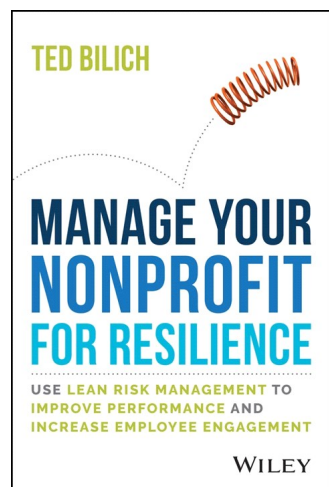
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Manage Your Nonprofit for Resilience : Use Lean Risk

Management to Improve Performance and Increase Employee

Engagement

Ted Bilich

A hands-on risk management playbook for nonprofit leaders, funders, and advisors

In *Manage Your Nonprofit for Resilience: Use Lean Risk Management to Improve Performance and Increase Engagement*, experienced nonprofit risk management expert Ted Bilich delivers a comprehensive and engaging exploration of how to keep your nonprofit vibrant, proactive, and out of trouble. In the book, you'll learn how the world's best charitable organizations employ lean risk management to prioritize, mitigate, and eliminate the most significant risks facing nonprofits today.

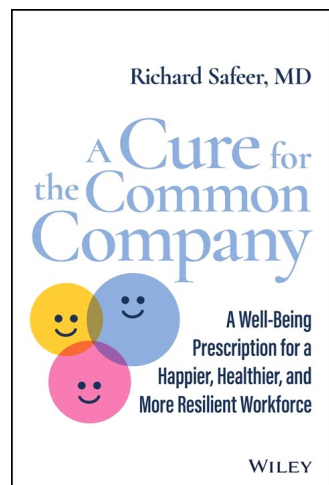
Wiley

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A Cure for the Common Company : A Well-Being Prescription for

a Happier, Healthier, and More Resilient Workforce

Richard Safeer

Make your workforce happier, healthier—and more productive—with strategies from a world-leader in company culture and health

In *A Cure for the Common Company: A Well-Being Prescription for a Happier, Healthier, and More Resilient Organization*, health and well-being expert, Richard Safeer, M.D. delivers a step-by-step roadmap to creating a culture of health on your team and in your company that keeps your people happier and more engaged. In the book, you'll discover the importance of shaping your well-being culture, challenging yourself, your team, and your workforce to live better lives by offering them new tools and methods to do just that. This book discusses:

- Bulletproof strategies to help leaders build a sound cultural

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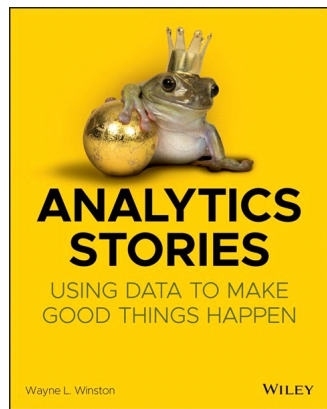
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Analytics Stories : Using Data to Make Good Things Happen

Wayne L. Winston

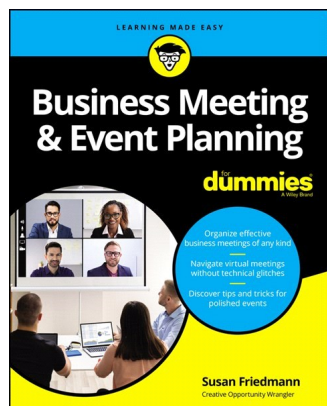
Inform your own analyses by seeing how one of the best data analysts in the world approaches analytics problems

Analytics Stories: How to Make Good Things Happen is a thoughtful, incisive, and entertaining exploration of the application of analytics to real-world problems and situations. Covering fields as diverse as sports, finance, politics, healthcare, and business, *Analytics Stories* bridges the gap between the oft inscrutable world of data analytics and the concrete problems it solves.

Distinguished professor and author Wayne L. Winston answers questions like:

- Was Liverpool over Barcelona the greatest upset in sports history?
- Was Derek Jeter a great infielder

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Business Meeting & Event Planning For Dummies

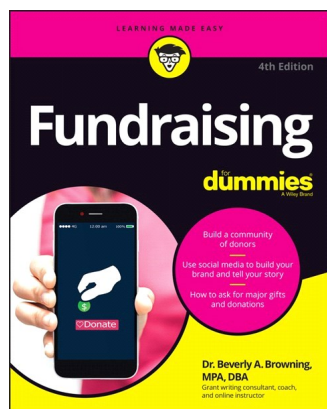
Susan Friedmann

Hold productive meetings and events with help from Dummies

It's a whole new world out there. With so many companies, big and small, electing to move to virtual or hybrid operating models, meetings have arguably become more important than ever as the primary way teams communicate day-to-day. But how do you maximize engagement when a screen sits between you and your coworkers? In *Business Meeting & Event Planning For Dummies*, expert author Susan Friedmann shares her tips and insider tricks for navigating virtual and hybrid gatherings without missing a beat. Armed with top-notch guidance and insider tips from Dummies, you'll be able to streamline meetings to maximize efficiency and save money – on or offline.

- Create effective and exciting business events and presentations
- Keep on time and on budget, maintain group engagement,

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Fundraising For Dummies

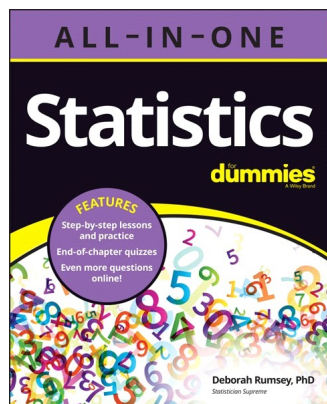
Beverly A. Browning

Follow the mission and the money, even when it takes you online

Fundraising For Dummies is your guiding light and saving grace as you prepare and implement a fundraising plan. This updated edition will help you succeed at fundraising in the age of social media saturation. You'll discover how to post, what to include, and where to interact to get the biggest return on your investment of time. And, as always, this trusted resource covers all the basics of being a fundraiser, soliciting the money an organization needs, and pitching the case statement for your organization. Use real-life examples to take your own fundraising skills to the next level and follow step-by-step processes for success in online fundraising.

- Learn what's involved in the role of a nonprofit fundraiser
- Discover sources of funding for your organization—and learn how to secure that funding

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Statistics All-in-One For Dummies

Deborah J. Rumsey

The odds-on best way to master stats.

Statistics All-in-One For Dummies is packed with lessons, examples, and practice problems to help you slay your stats course. Develop confidence and understanding in statistics with easy-to-understand (even fun) explanations of key concepts. Plus, you'll get access to online chapter quizzes and other resources that will turn you into a stats master. This book teaches you how to interpret graphs, determine probability, critique data, and so much more. Written by an expert author and serious statistics nerd, *Statistics AIO For Dummies* explains everything in terms anyone can understand.

- Get a grasp of basic statistics concepts required in every statistics course
- Clear up the process of interpreting graphs, understanding polls, and analyzing data

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