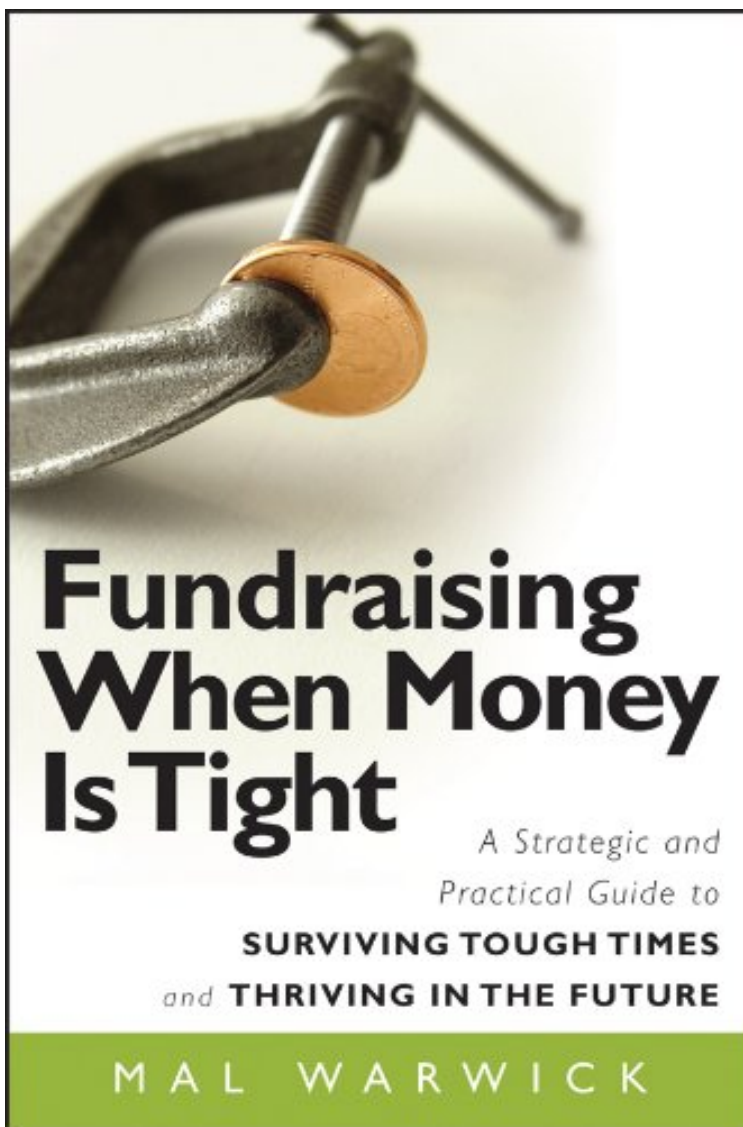


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Fundraising When Money Is Tight: A Strategic and Practical Guide to Surviving Tough Times and Thriving in the Future (The Mal Warwick Fundraising Series)

Mal Warwick

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Mal Warwick : Fundraising When Money Is Tight: A Strategic and Practical Guide to Surviving Tough Times and Thriving in the Future (The Mal Warwick Fundraising Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Fundraising When Money Is Tight: A Strategic and Practical Guide to Surviving Tough Times and Thriving in the Future (The Mal Warwick Fundraising Series):

6 of 6 people found the following review helpful. Timely and highly relevant! A must-read for all nonprofits in times of crisis
By Manny Hernandez "Relevant" and "timely" fall short as terms to describe Mal Warwick's latest book. After going through a brief analysis of what history has taught us in terms of philanthropy in times of crisis and putting forward three scenarios for economic recovery, Mr. Warwick presents three possible fundraising strategies to take us through the period of economic recovery. He then embarks on a detailed nine-step approach to what he calls "peace of mind":
* Step 1: Reassess the Whole Ball of Wax - to make sure your organization is around long enough to make a lasting impact, he proposes efficient management practices, something that is good even in times of abundance.
* Step 2: Strengthen your Case for Giving - donors don't care about you as much as they care about the issues you work on. Focus on those.
* Step 3: Be Content with One in the Hand - Forget the Two That May Be in the Bush - he questions the importance of creativity in tough times.
* Step 4: Cut Costs with a Scalpel, Not an Ax - he shares sixteen cost-cutting recommendations that impact the whole organization and fourteen more focused on cutting costs in print production. Here, I found his invitation to draw the line between major and small donors @ \$1,000 very interesting.
* Step 5: Fish Where the Big Fish Are - this chapter deals with donor segmentation in as much detail as you need to "get" the idea and why it's important for you to do.
* Step 6: Stay Close to Your Donors - say thanks! And then, say thanks again!
* Step 7: Get Personal With Your Donors - collect and use data about your donors as a means to appeal directly to their cherished values and beliefs.
* Step 8: Step Up Your Efforts Online - lots of things you need to do to maximize your fundraising efforts by developing a comprehensive online strategy.
* Step 9: Break Down the Silos - a phenomenon that not only affects nonprofits but can hurt them badly, silos are discussed in this chapter. In short, this book packs SO MUCH in so little space that, if you haven't taken pages of notes or if you have marked less than 10 pages to revisit again, I can guarantee you missed on lots of things: go back and read it cover to cover. You will thank me for it!
0 of 0 people found the following review helpful. Five Stars
By Andrew Estopas advertised and arrived on time.
0 of 0 people found the following review helpful. Fundraising guru
By multiple intelligences So much of what has helped me raise more than \$130 million or so has been gleaned from this and other books by Mal Warwick. Should be required reading for anyone interested in development work.

A Nonprofit Survival Kit for Hard Times "This is a must-read for all of us in fundraising. Mal Warwick includes practical approaches for difficult economic times, from zero-based thinking about our programs to strategies for relating to our donors and making certain our fundraising programs are prepared to succeed not only now but when the economy recovers."
—Eugene R. Tempel, president, Indiana University Foundation "Brilliant! No nonprofit organization can afford to ignore the insightful advice Mal Warwick offers in this concise and eminently readable book. It's practical, down-to-earth, and addresses the complex, real-world challenges of raising money in tough times."
—Ben Jealous, president, NAACP "Fundraising When Money Is Tight is an important book in a difficult time for all. This is the right book for anyone who is committed to advancing the public good."
—Jane Wales, founder, Global Philanthropy Forum, and vice president, Aspen Institute "This is a must-read book by any fundraising manager. It's timely, it's a good read, and the moment I put it down I made sure my managers got focused, got real, and got with the project today."
—Mark Astarita, director of fundraising, British Red Cross "Mal Warwick will leave you with a focusing framework and dozens of practical, immediately actionable how-tos. It is hard to imagine anyone in the citizen sector who will not breathe easier after reading this book."
—Bill Drayton, CEO, Ashoka, and chair, Youth Venture

"A must-read for all of us who work in fundraising. The book details practical ideas to survive in difficult times, and prepares our organizations for better times to come. It offers fresh new strategies to position our organization and continue fundraising successfully, even when the economy is in the trenches. Fundraising When Money Is Tight
is an instrumental and currently very relevant tool for every nonprofit organization. Read it today!"
—Association of Fundraising Professionals, September 2009 As a practitioner, Mal Warwick has spent a lifetime learning and teaching how to fundraise more effectively. His latest book is another in a series of gems laser-focused to help us succeed
—and his experience shines through again in this must-have guide for today's economic climate.
—Dr. Mark S. Albion, former Professor of Marketing, Harvard Business School, and New York Times best-selling author, Making a Life, Making a Living Fundraising When Money is Tight is the book every fundraising professional needs to read immediately. It's to the point, filled with both "the hard facts" and "realistic steps" that development shops, large and small, must understand and implement now, rather than later.
—Judith E. Nichols, author, Pinpointing Affluence in the 21st Century Mal Warwick doesn't sell quick fixes and silver bullets
—even in times of trouble. He offers specific, practical steps to cut costs and improve fundraising performance. He demands the best: donor-focused relationship building, strategic thinking, top-notch strategy, and competence. And he rewards us with both the "why" and the "how."
—Simone P. Joyaux, ACFRE, author, Keep Your Donors and Strategic Fund Development In Fundraising When Money is Tight, Mal Warwick provides solid strategic and tactical insights of how best to lead our organizations during times of uncertainty. I found this book to be not only a quick, interesting read, but also an important guide for

making critical decisions today and tomorrow. —Kory Christianson, CFRE, St. Joseph's Indian School Take
Mal's "exercise in visioning" and use as many as you can of Mal Warwick's dozens of cost-cutting ideas—all to enhance your net revenue today and increase your program's potential for the future.

—James M. Greenfield, ACFRE, FAHP, author, *Fundraising Fundamentals: A Guide to Annual Giving for Professionals and Volunteers* "Mal Warwick shares some simple yet sometimes counter-intuitive stepshellip; that you can take to ensure that your organization will suffer the least possible damage in a down economy" (www.gettingattention.org, May 19th, 2009) "Mal Warwick shares some simple yet sometimes counter-intuitive stepshellip; that you can take to ensure that your organization [emerges] healthy and poised for renewed growth when the economic crisis has passed" —Nancy E. Schwartz, www.gettingattention.org, May 19th, 2009) "hellip;there is loads of good advice for fundraising during these times which also translate into when times are good" —Sean Triner, *Fundraising Recession Watch*, March 15, 2009 "Add Mal's survival guide to your first aid kit." (*The Agitator*, March 26, 2009) "Mal Warwick has just written a bookhellip;on specific things you can do to minimize your costs and ensure that your organization is in a position to resume growth when the crisis passes (and it will!)" —Suzanne Rainey, *Influence*, March 31, 2009 "hellip;this book packs SO MUCH in so little space that, if you haven't taken pages of notes or if you have marked less than 10 pages to revisit again, I can guarantee you missed on lots of things" —Manny Hernandez, blogcritics.org, April 8, 2009 "hellip;Fundraising When Money is Tight is a practical guide to help social ventures tackle the challenges of raising funds in difficult economic times." (*Social Edge*, April 2009) "Find out why you should make changes in your fundraising program during an economic downturn." (Causeplanet.org) "Discover three scenarios for economic recovery and how to apply three possible fundraising strategies to those scenarios." (Causeplanet.org) "Learn how to strengthen your case for giving during tough economic times." (Causeplanet.org) "Find out what the nine practical steps towards peace of mind are and how to apply them during an economic crisis." (Causeplanet.org)

About the Author
The Author: Mal Warwick has been raising money professionally since 1979. He has written or edited 18 previous books including *How to Write Successful Fundraising Letters*, *The Five Strategies for Fundraising Success*, and *Fundraising on the Internet*. He teaches fundraising throughout the world. Find more information on Mal and his books at www.malwarwick.com and www.josseybass.com/go/warwick. Mal Warwick has been raising money professionally since 1979. He has written or edited 18 previous books including *How to Write Successful Fundraising Letters*, *The Five Strategies for Fundraising Success*, and *Fundraising on the Internet*. He teaches fundraising throughout the world. Find more information on Mal and his books at www.malwarwick.com and www.josseybass.com/go/warwick.