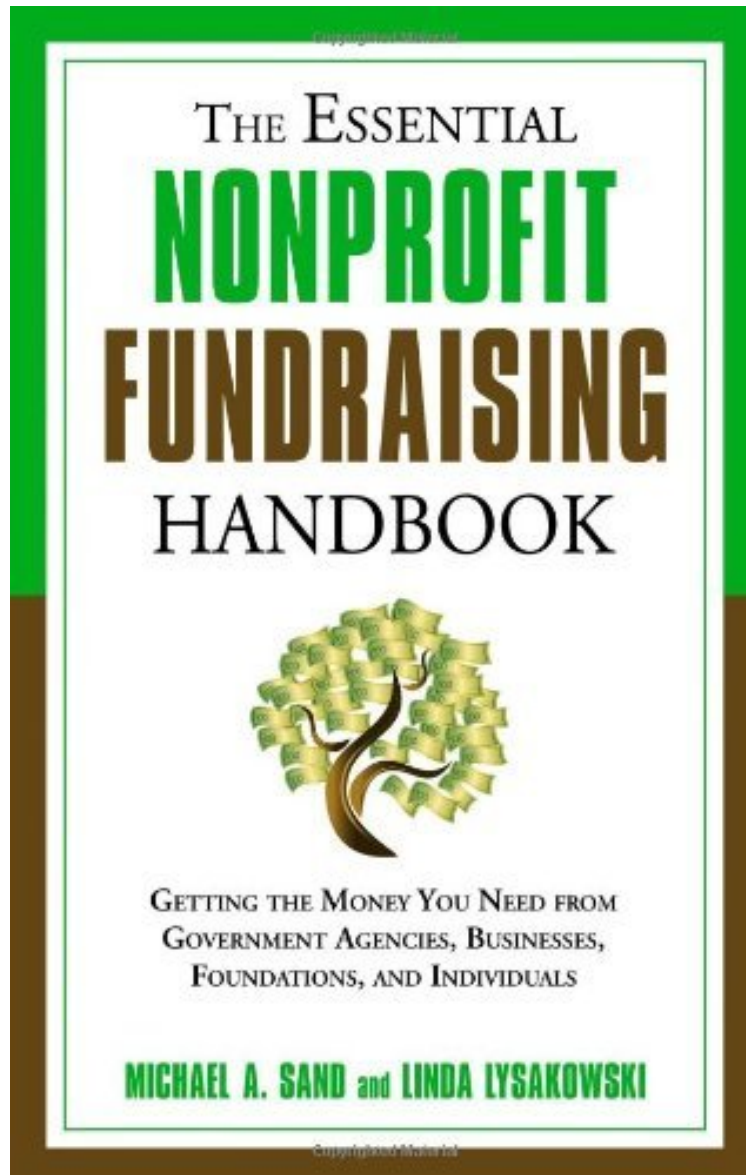


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The Essential Nonprofit Fundraising Handbook: Getting the Money You Need from Government Agencies, Businesses, Foundations, and Individuals

Michael A. Sand, Linda Lysakowski
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Are you a staff member, a board member or a volunteer of a faith-based, human service, arts, or other nonprofit organization that needs additional funds to accomplish its mission? Are there not enough hours in the day to raise the money your agency needs? Do your colleagues not have the expertise or interest to generate the needed dollars? Do you need a quick source of practical information about ways to raise funds? Then you need *The Essential Nonprofit Fundraising Handbook*. This book is for individuals who are dedicated to helping their communities but who need useful recommendations on how to raise money. Written by two of America's foremost fundraising experts, you will learn how to:

- * Develop a clear, efficient fundraising plan.
- * Ask for contributions from individuals.
- * Target businesses, foundations, and government agencies.
- * Hold special events.
- * Conduct a Capital Campaign.
- * And lots more!

How many times has a well-meaning board member suggested that you do a golf tournament (gala dinner dance, art auction, walkathon) because the Girl Scouts (local hospital, Rotarians, PBA) scored big with theirs--only no one has any experience with such an event? With *The Essential Nonprofit Fundraising Handbook*, you'll learn exactly what to do, step by step, to pull off a successful event of any kind or size, or to raise badly needed funds in a wide variety of other ways.

I recommend this book for anyone who serves on a nonprofit board. It would also be a good starting point for any staff member who is involved in creating or expanding a fund development program. --Stephen C. Nill, CEO, CharityChannel
About the Author
Michael A. Sand, Esq., the author of *How to Manage an Effective Nonprofit Organization*, has more than 40 years' experience as a staff member, board member and consultant to nonprofit groups that need to raise funds. He heads Sand Associates, a consulting firm that provides comprehensive services to nonprofit organizations across the country. Sand lives in Harrisburg, Pennsylvania. Linda Lysakowski, ACFRE, is the founder and president of Capital Venture, one of the country's most successful consulting and training fundraising firms. She is the author of *Recruiting and Training Fundraising Volunteers* and *The Development Plan* and a contributing author to *The Fundraising Feasibility Study--It's Not About the Money*. She lives in Las Vegas.