



How to Enjoy Fundraising

These books will help take the fear out of asking for money.

By Terrence Fernsler

The Joy of Fundraising

By Terry Axelrod. 122 pages. Hardcover. Benevon Publications, www.benevon.com.

Isn't it ironic that in our capitalist society, money is such a feared topic? Asking for money is often viewed as scary and something to be avoided. Terry Axelrod believes this is because money is perceived as scarce. However, she counters, the resources each organization needs are in abundance because people look for ways to express their generosity. To gain access to these resources, we need to shift our attitudes.

The first shift, according to Axelrod, is to change our thinking to that of a donor. In doing so, we open ourselves up to the many ways people can contribute.

We begin to understand that resources are abundant, and we can find them by having real conversations with supporters. We learn to tell powerful stories that connect people to our cause.

Once our focus has shifted, we must keep spreading the word and keeping in touch with supporters.

Axelrod's Benevon model (formerly the Raising More Money model), which she alludes to in this book, will make action easier. It's a two-way, symmetrical method of fundraising, encouraging long-term supporters to give to an organization because of the good work it does

The Joy of Fundraising is short, with quick, easy-to-read chapters. It serves as an inspiration to finding more support and will help people enjoy the task of fundraising. ■

The resources each organization needs are in abundance.

Effective Fundraising for Nonprofits: Real-World Strategies that Work

By Ilona Bray, J.D. 495 pages. Softcover. Nolo Publications, www.nolo.com.

Nolo, publisher of law books for lay people, recently branched out into publishing books for nonprofits. These books continue to meet Nolo's high standards of writing for all of us to understand, yet being thorough. *Effective Fundraising for Nonprofits* is an easily-read book that looks at every aspect of fundraising.

Ilona Bray starts by explaining the tools needed for effective fundraising, including people, skills, and equipment. The first step is planning. You must know how much money you're trying to raise and for what. To determine how you'll raise the money, you must know the resources you have to draw from, who your potential contributors are, and how to reach them.

Motivations for giving are complex, but most sim-

ply, people give to organizations when they feel they'll get something in return. That something is different for each individual. To learn what it is, you must keep in touch with supporters. Bray guides the reader through involving donors while keeping your mission in mind.

Some contributors will want to give through events or purchase items for sale. Bray reviews the things to consider when these approaches are appropriate. She quickly but clearly discusses planned giving and does a fine job of presenting grantsmanship in only 50 pages.

Communication is key to fundraising. Bray outlines how to work with the media, make your Web site an effective fundraising tool, and develop other communication strategies.

Clearly, effective fundraising requires much work and constant evaluation, but it's not too difficult, especially with this book as a guide. You'll want to read it through once and then keep it handy to consult often. ■

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