



Fundraising Experts Share their Secrets

Novice or veteran, remember to focus on the fundamentals.

BY TERRENCE FERNSLER

Secrets of Successful Fundraising: The Best from the Non-Profit Pros

Edited by Carol Weisman. 351 pages. Softcover.

Board Builders, 48 Granada Way, St. Louis, MO 63124, 314-991-3018, www.boardbuilders.com.

Detailed, how-to discussions aren't Carol Weisman's style. Instead, she presents a subject's fundamentals so that you can adapt them to your organization's unique situation.

As this useful book makes clear, she has a talent for selecting experts to clarify the key guidelines, trends, and problems within their topics of expertise. Each chapter is written by a different expert and beautifully edited so that it's brief, crisp, and fun to read.

The book is ideal for newcomers to fundraising and people who don't deal with fundraising regularly, but it also contains many gems that the most seasoned fundraisers will enjoy. It is an excellent tool for reminding veteran fundraisers to focus on the basics.

The chapter on feasibility studies is a good example. Far too many organizations skip over this subject, but the author, Davis Allen, spends the effort needed to describe how important such studies are and how to use the results. He has the courage to state that the organization must be a good client for consultants and explains what that means.

In the chapter about special events, Mary Ann Black makes the point that cultivating supporters must be more personal than in the past. She stresses, quite correctly, the importance of following up with supporters after an event.

The chapter on cause-related marketing gives an excellent checklist for organizations considering such

partnerships with business. Even if you aren't planning such a step, this exercise is worth your time as a form of organizational evaluation.

Peter Brinkerhoff gives us a sense of what social entrepreneurship can mean to an organization. He explains that delivering what customers want has become much more important to acquiring support and fulfilling your mission.

Weisman begins her book by outlining the role of board members and consultants—a key beginning point in fundraising. She includes chapters about old favorites—direct mail, planned giving, grants, major gifts—as well as innovative fundraising methods. Other chapters describe tools that support effective fundraising.

All the chapters are about choices and options to improve your fundraising. Seventeen topics, all important in fundraising, are covered. This is a unique, inspiring, and extraordinarily helpful book for the part-time and full-time fundraiser, the novice and veteran, anyone interested in raising funds. ■

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