



## Essential Reading for Fundraisers

*The latest edition of Kim Klein's classic book is must reading for small nonprofits.*

BY TERRENCE FERNSLER

### ***Fundraising for Social Change, Fourth Edition***

By Kim Klein. 403 pages. Softcover. Chardon Press, 3781 Broadway, Oakland, California 94611.

This is the fourth edition of what has become the fundraising bible for small nonprofits. While it's particularly useful for those without a development office, its principles apply to any nonprofit organization. Despite its length, it is highly readable. Kim Klein has much to say about fundraising, gleaned from many years in the trenches, and emphasizes her points with persuasive anecdotes.

Fundraising is not a separate activity but must be included in the organization's overall plan of work, Klein explains. Boldly and accurately, she points out that most fundraising problems arise from organizational issues—the executive director's ego, boards confused about their role, poor communications—and describes how to deal with each of these issues.

All nonprofits complain that their situation is unique and that no one understands how difficult fundraising is for them. While each organization is (or should be) unique, much that we learn about fundraising is transferable. Still, Klein looks at some special challenges that truly may make fundraising more difficult—raising money in rural areas, fundraising for a coalition, and fundraising for brand-new and all-volunteer organizations—and gives excellent advice about dealing with the problems involved.

Klein focuses on individual giving because nearly 90% of gifts to nonprofits are made by individuals. As she points out,

personal solicitation is the most effective—but not necessarily the most efficient—way to raise funds. Stressing the importance of diversified fundraising, she covers everything from special events to Internet fundraising and shows how to include each method in an overall strategy.

One of the most interesting sections in this book is about development as a career. It is much longer than in previous editions—with good reason, because there are few other resources on the subject. Klein understands better than anyone the hands-on, high-variety job of fundraising in small nonprofit organizations. Her tips for people in these organizations—board members, other volunteers, executive directors, and development directors—are invaluable.

Although it has been expanded and updated, Klein's book hasn't changed much in format and content. It continues to be essential reading, especially for nonprofits with limited experience in fundraising. ■

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