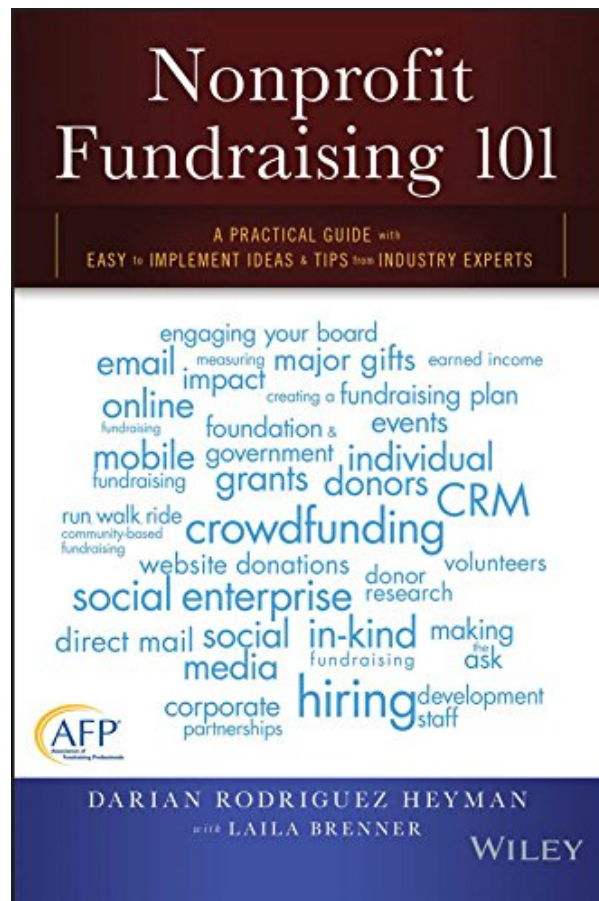


NONPROFIT FUNDRAISING 101 BY DARIAN RODRIGUEZ HEYMAN



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—Andrew Watt, CEO of the Association of Fundraising Professionals (AFP)

"This must-have book provides a comprehensive breakdown of the strategies and tactics necessary to raise the financial resources essential to bringing about the changes we seek."
—Jody Williams, Nobel Peace Prize Laureate (1997); Chair, Nobel Women's Initiative

About the Author

DARIAN RODRIGUEZ HEYMAN is an accomplished fundraiser, social entrepreneur, and author. His work "helping people help" started during his five-year tenure as Executive Director of Craigslist Foundation, where he launched their Nonprofit Boot Camp. He edited the bestselling book, *Nonprofit Management 101: A Complete and Practical Guide for Leaders and Professionals* (Wiley), after which he co-founded the global conference series *Social Media for Nonprofits*. He also co-founded *Sparrow: Mobile for All* and served as a Commissioner for the Environment for the City & County of San Francisco. He is a frequent keynote speaker at nonprofit, fundraising, youth leadership, and environmental events around the globe and thrives on connecting social change leaders to the best practices, resources, and contacts needed to maximize impact.

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Raise more money for your cause!

Based on expert advice and insights from a variety of respected industry experts, Nonprofit Fundraising 101 is an essential text for nonprofit professionals, volunteers, activists, and social entrepreneurs who want to leverage best practices to promote their cause.

Built upon the success of the best-selling Nonprofit Management 101, this easy to digest book provides practical, comprehensive guidance for nonprofit fundraising around the globe. With tips and tools, expert advice, and real-world insights from almost fifty industry leaders, this robust resource addresses the entire spectrum of fundraising for nonprofits, including:

- Planning, hiring, and tracking progress
- Individual donors, major gifts, events, and direct mail
- Board and volunteer engagement
- Foundation and government grants
- Corporate partnerships
- Online and email fundraising
- Social media and mobile crowdfunding
- Earned income and social enterprise

Written by and for front line practitioners and geared towards a global audience of emerging and established leaders, this field guide offers step-by-step formulas for success. Nonprofit Fundraising 101 features a foreword by fundraising guru and Soul of Money author Lynne Twist, insights from notable non-profit professionals such as CNN's Van Jones, and an afterword by Kiva.org Co-Founder & President Premal Shah.

This book also provides indispensable ideas and diverse case studies ranging from grassroots efforts to the ALS Ice Bucket Challenge, and advice for organizations of all sizes and focus. Chapters are brief and easily digestible, featuring extensive resources for additional learning, concrete best practices, and pitfalls to avoid. Enjoy this must-read manual to learn tried and true ways to raise more money for your cause, nonprofit, or charity.

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By ernesto sirolli

After working with social entrepreneurs for the past 30 years, rarely have I come across a resource so useful and robust. Darian has truly decided to share his gift and knowledge with those who need to learn the secrets of fundraising. This book holds the key to catapult your mission forward.

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