**DESCRIPTION**

There are now more than 1 million nonprofit organizations in the United States, and the fundraising industry is one of the fastest-growing segments of the economy. The Complete Guide to Fundraising Management presents step-by-step guidance on planning, self-assessment, continual improvement, cost effective fundraising strategies and much more. An accompanying website contains checklists, grids, and sample forms. Plus, the Third Edition adds a chapter on internet fundraising as well as updated statistics. Fundraising professionals will benefit from the practical advice on managing the complexities of a development office.

**ABOUT THE AUTHOR**

Stanley Weinstein, ACFRE, EMBA, is President of Stanley Weinstein & Co., specializing in the fundraising, management, and marketing needs of philanthropic organizations nationwide. With more than forty-two years of experience in the nonprofit world, he has distinguished himself as a consultant, teacher, and author. As a consultant specializing in organizational development, strategic planning, fundraising, annual, endowment, and capital campaigns, he has had the opportunity to work closely with board and staff leaders from more than 300 nonprofit organizations nationwide. His campaigns have resulted in numerous major gifts ranging from $50,000 to $50 million. In 2006, he was named "Outstanding Fundraising Professional."