



Leading the Fundraising Charge: The Role of the Nonprofit Executive

Karla A. Williams

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DESCRIPTION

Practical guidance to deal with the challenges executives face when leading a philanthropically supported nonprofit organization

In today's donor-focused environment, the executive director has a greater responsibility to play an active, informed, and influential role in creating an environment that is conducive to optimal philanthropy. *Leading the Fundraising Charge* addresses the challenges and issues that executives face when leading a nonprofit organization that is dependent on philanthropic support..

- Offers nonprofit directors and executives the tools they need to help their organizations survive and thrive in any economic scenario
- Provides a perspective that is unique to the nonprofit executive's position
- Helps every executive director to evaluate and prioritize the best fund development strategies

At no other time in the history of organized philanthropy has fundraising been more critical, complex, and challenging. Thorough and focused, *Leading the Fundraising Charge* equips you with the guidance you need to lead your nonprofit effectively.

ABOUT THE AUTHOR

KARLA A. WILLIAMS, ACFRE, is the principal of The Williams Group, a consulting firm serving clients across the country who want to enhance and expand their philanthropic efforts. She works with CEOs and trustees to assess their potential for civic engagement, create innovative nonprofit programs, and recruit talented people. She is nationally known and a highly respected industry leader, bestselling author, adjunct faculty at three universities, and expert in nonprofit organizational development.

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