Achieving Excellence in Fundraising, 4th Edition
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DESCRIPTION

Achieving Excellence in Fundraising is the go-to reference for fundraising principles, concepts, and techniques. With comprehensive guidance toward the fundraising role, this book reflects the latest advances in fundraising knowledge. Coverage includes evolving technologies, the importance of high net worth donors, global fundraising perspectives, results analysis and performance evaluation, accountability, and credentialing, with contributions from noted experts in the field. You'll gain essential insight into the practice of fundraising and the fundraising cycle, reinforced by ancillary discussion questions, case studies, and additional readings. With contributions from members of The Fund Raising School and the faculty of Indiana University's Lilly Family School of Philanthropy, this new edition includes detailed guidance on nonprofit accounting practices as defined by the Financial Accounting Standards Board and the American Institute of Certified Public Accountants, rounding out the complete, thorough coverage of the fundraising profession.

Designed to provide both theory and practical knowledge, this book is an all-in-one resource for anyone who performs fundraising duties.

• Understand donor dynamics and craft an institutional development plan

• Explore essential marketing and solicitation techniques

• Learn effective volunteer recruitment, retention, and management strategies

Fundraising merges a variety of fields including psychology, business management, accounting, and marketing, making it a unique role that requires a uniquely well rounded yet focused skillset. Amidst economic uncertainty and a widening wealth gap the world over,
it's more important than ever for fundraisers to have a firm grasp on the tools at their disposal. Achieving Excellence in Fundraising is the ultimate guide to succeeding in this critical role.

**ABOUT THE AUTHOR**

**EUGENE R. TEMPEL** is Founding Dean Emeritus of the Indiana University Lilly Family School of Philanthropy and a Professor of Philanthropic Studies.

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All three editors are recipients of the Henry A. Rosso Medal for Lifetime Achievement in Ethical Fundraising.

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**NEW TO EDITION**

- Reorganized chapter order/content for improved cohesion and flow including consolidation of some chapters and expansion of others
- Updated chapters to reflect the latest advances in fundraising knowledge and practices
- Expanded resources on evolving technologies, such social media and multi-channel marketing for fundraising
- Additional emphasis on major gifts, to reflect the growing importance of high net worth donors to philanthropy as the worldwide wealth gap widens
• New material to improve the instructional uses of the book, including discussion questions for chapters, case studies, a list of additional readings by topic, etc.

• Enhanced coverage of global fundraising perspectives, issues and opportunities

• Addition of results analysis and performance evaluation to address how results should be tracked and evaluated for efficiency and effectiveness based on identified success factors in the industry

• Accountability to be its own chapter in order to address the importance of public reporting, open and full disclosure, outcomes measurement, meeting community benefit tests, and more

• Addition of nonprofit accounting practices as defined by the Financial Accounting Standards Board and American Institute of Certified Public Accountants

• Career pathways will include the supportive avenues available including academic and trade group education and training that can instruct board, volunteers and staff on all aspects of fundraising practices and program management

• Updated credentialing to include findings from most up to date job analysis study

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