

## THE WIDELY POPULAR GUIDE TO SUSTAINABLE NONPROFIT FUNDING—UPDATED AND EXPANDED

*The Complete Guide to Fundraising Management* has been a cornerstone resource for executive directors, board members, staff, and volunteers at nonprofits for nearly two decades, and now this extensively updated new edition continues the tradition with the complete, authoritative information you expect on today's most successful practices.

Whether you're just entering the industry or need to refresh and expand your unique approach to fundraising, this comprehensive road map to repeatedly drawing higher contributions from a growing donor base goes beyond theory to present a tangible framework of high-payoff strategies for planning, assessing, and continually improving. Complete with a companion website featuring downloadable materials you can customize for real-world use, this *Fourth Edition* taps the leading practitioners in the field to give you:

- Best practices for effectively optimizing your fundraising strategies with social media campaigning, Internet fundraising, and crowdsourcing
- Ready-to-use checklists, up-to-date sample reports and budget information, and a variety of other tools for quickly selecting and implementing the most cost-effective fundraising strategies to reach your goals
- Big-picture guidance for establishing and developing a fundraising program, including timelines, action steps, and advice for nailing down a compelling case for support

Gaining donor support has never been more competitive, and *The Complete Guide to Fundraising Management* gives you everything you need to draw the ongoing funding your organization needs to accomplish its mission.

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FUNDRAISING MANAGEMENT

FOURTH  
EDITION

# THE COMPLETE GUIDE TO FUNDRAISING MANAGEMENT

FOURTH  EDITION

STANLEY WEINSTEIN, ACFRE, EMBA  
AND PAMELA BARDEN, DBA, CFRE

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