

RESOURCES

FUNDRAISING 101

Books

1. *A Spirituality of Fundraising* (Nouwen) Nouwen approaches fundraising from a position of strength rather than weakness, seeing it as spiritual work.
2. *NonProfit Sustainability* (Bell, Masaoka, Zimmerman) A nonprofit's guide to empowerment. It demystifies mission impact and financial viability using The Matrix Map to provide strategic options for any organization.
3. *the Generosity Factor* (Ken Blanchard & S. Turett Cathy) A parable that demonstrates the virtues of generosity.
4. *Seeing Through a Donor's Eyes* (Emerson & Church Publishers), author Tom Ahern Effective fundraisers answer this essential question every time they ask for a gift.
5. *Ask Without Fear*, (Marc Pitman) Identifies time-tested research tools to help you plan your fundraising campaign!
6. *People Raising*, William Dillon This book takes you through the basics of developing a philosophy and correct attitude toward fundraising, right through the necessary practical skills and techniques to do it confidently.
7. *The Thank You Economy*, Gary Vaynerchuk *The Thank You Economy* shows how it's built on both the time-honored techniques of listening to and appreciating customers and newer services like Twitter that allow you to engage directly with customers at unprecedented scale and speed.
8. *Not your Parent's Offering Plate* (J. Clif Christopher) Written with the needs of pastors and stewardship teams in mind, *Not Your Parents' Offering Plate* provides immediate, practical guidance to all who seek to help God's people be better stewards of their resources.
9. *Genius of Generosity* (Ingram, Chip) In *Genius of Generosity*, pastor and author Chip Ingram provides motivation and practical application from Scripture to help each of us grow towards a life of greater giving.



Fundraising Specific Web Links

1. Chronicle of Philanthropy philanthropy.com The Chronicle of Philanthropy is the No. 1 news source, in print and online, for nonprofit leaders, fund raisers, grant makers, and other people involved in the philanthropic enterprise. For more than 20 years, The Chronicle has been connecting the nonprofit world with news, jobs, and ideas.

2. Asking Matters www.askingmatters.com Provides online tools, hosts webinars on various asking topics, publishes e-books, and develops customized web-based and in-person trainings and presentations.
3. Simple Fundraising Ideas:
 - a. www.signupgenius.com/nonprofit/50-creative-and-easy-fundraising-ideas.cf
 - b. www.juniata.edu/services/osa/100FundraisingIdeas.html

Newsletters

Sign up for these regular newsletters to get ongoing updates

1. Your Weekly Staff Meeting, John Pearson Associates, john@johnpearsonassociates.com
2. Ask and Receive, Galen Hora <http://www.higheredmin.org/askandreceive.htm>

Databases and Donor Tracking

1. **ChurchInfo:** www.churchdb.org/
This web-based database has a lot of features and is open source, meaning anyone can make changes that can help your organization. If you've got a guru in house or nearby, this could be a great option.
2. **Church Community Builder:** www.churchcommunitybuilder.com
CCB is also a fully online database that can be accessed from anywhere. While you can't modify this database like you can with ChurchInfo, there are a lot of opportunities for training your staff.
3. **E-tapestry:** www.blackbaud.com/fundraising-crm/etapestry-donor-management
Can send mass emails, give receipts, etc. from within the database. Can be used for both donor and student tracking. They also have an online giving system that integrates with the database. They offer webinars on various fundraising topics.
4. **ServantKeeper:** www.servantpc.com
Is a classic "Church Management System" used by thousands of churches everywhere. While the interface isn't flashy and it's a traditional desktop application that must be installed, it certainly gets the job done.

Online Giving Options:

1. Presbyterian Foundation offers online giving: www.presbyterianfoundation.org
2. PayPal works pretty well and is quite reasonable: www.paypal.com
3. Look into integrating online giving with your donor database (check out E-tapestry in list of donor databases for one of many options)
4. Just Give: www.justgive.org/index.jsp

Planned Giving (Wills, Gift Annuities, etc.):

The [Presbyterian Foundation](http://www.presbyterianfoundation.org) can provide resources for soliciting and setting up planned giving for your organization. If your organization is not in a position to do it yourself, they can also establish

endowment funds for your ministry that donors can give to and you receive interest and dividend income from in perpetuity. Speak with a local estate planning attorney to get language you can provide to donors that they can use to leave your ministry a bequest in their will.

Webinars & videos:

1. Chronicle of Philanthropy: www.philanthropy.com/webinars
2. Network for Good (FREE): www1.networkforgood.org/for-nonprofits/webinars?utm_source=homepage&utm_medium=button&utm_campaign=webinar
3. TED, Dan Pallotta - *The Way We Think About Charity is Dead Wrong* www.ted.com/talks/dan_pallotta_the_way_we_think_about_charity_is_dead_wrong.html?source=facebook#.UUxUhXkflFF.facebook
4. TED, Amanda Palmer - *The Art of Asking* www.youtube.com/watch?v=xMj_P_6H69g&feature=youtube_gdata_player

Non-Profit Resources which often contain fundraising information:

1. The NonProfit Times www.thenonproffitimes.com Monthly Magazine
2. CompassPoint NonProfit Services www.compasspoint.org A non-profit that exists to help non-profits through training, workshops and coaching in all areas of non-profit management.
3. Blue Avocado blueavocado.org Practical, provocative and fun blog posts for non-profits including topics such as: board governance, staff management, strategic planning, program evaluation, fundraising and more.
4. BoardSource Non-Profit Resources www.boardsource.org - Good resources and pamphlets on board governance, strategic planning, fundraising, and other relevant topics
5. Check out your local university or community college for continuing education or certificate programs in non-profit leadership and fundraising. Example: North Park University Axelson Center for Non-Profit Management: www.northpark.edu/Centers/Axelson-Center-for-Nonprofit-Management

Examples of campus ministries fundraising materials:

Pres House, PCUSA Campus Ministry at the University of Wisconsin, Madison:

Online Giving: preshouse.org/donate/

Planned Giving: preshouse.org/donate/planned-giving/

Annual Report: www.preshouse.org/wp-content/uploads/AnnualReport2011-12-1-21.pdf

Video about the ministry: <https://vimeo.com/73573939>

Presbyterian Student Center at University of Georgia, Auburn

<http://pscuga.org/alumsfriends>

People (Friends!)

1. **Robert Hay, Jr.** of The Presbyterian Foundation - www.presbyterianfoundation.org/Our-Services/Ministry-Relation-Programs/Team-Members.aspx
2. **Jim Schmotzer** of Jim Schmotzer & Associates - jimschmotzer.com/
3. **Rev. Mark Elsdon:** Campus Co-Pastor/Executive Director, Pres House, University of Wisconsin-Madison
4. **Rev. Susan Rose:** Campus Minister, United Campus Ministry, University of Arkansas
5. **Diana Malcom:** Associate in Ministry, State College Presbyterian Church, State College, PA