

## International Fundraising: A Resource Guide

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**Prepared by: Su Mon  
December 2009**

Philantropia Inc, a consultant company specialized in international fundraising and philanthropy, advises and supports non-profit organizations around the world on how to more effectively raise funds so that they can dedicate more time to pursue their humanitarian mission. To accomplish this we provide strategic advice, organize trainings, improve organizational capacity, and ensure financial support for client programs.

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## International Fundraising: A Resources Guide

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### Articles

Articles on Techniques in Fundraising. The Resource Alliance: Building Fundraising Capacity Worldwide. <[http://www.resource-alliance.org/resources/articles\\_library/80.asp](http://www.resource-alliance.org/resources/articles_library/80.asp)>

Articles on NGO Governance and Accountability <[http://www.resource-alliance.org/resources/articles\\_library/82.asp](http://www.resource-alliance.org/resources/articles_library/82.asp)>

European Fundraising Association Online-Newsletter. <[http://www.efa-net.eu/english/dropdown\\_menu/fundeurope.htm](http://www.efa-net.eu/english/dropdown_menu/fundeurope.htm)>

How to Guides. The Resource Alliance: Building Fundraising Capacity Worldwide. < <http://www.resource-alliance.org/resources/71.asp> >

Foster, William, Peter Kim, and Barbara Christiansen. "Ten Nonprofit Funding Models ." *Stanford Social Innovation Review* 2009 Web.05 Jun 2009. <[http://www.ssireview.org/articles/entry/ten\\_nonprofit\\_funding\\_models/](http://www.ssireview.org/articles/entry/ten_nonprofit_funding_models/)>.

Hager, Mark A.. "Is Grant Proposal Writing a Fundraising Expense?." *The Nonprofit Quarterly* Spring(2003): Print. <[http://www.urban.org/UploadedPDF/1000655\\_fundraising.pdf](http://www.urban.org/UploadedPDF/1000655_fundraising.pdf)>

Kerlin, Janelle A.. "U.S. Government Funding for International Nongovernmental Organizations." *Nonprofits In Focus* No. 1 May 2006 Web.9 Jun 2009. <[http://www.urban.org/UploadedPDF/311332\\_funding\\_NGOs.pdf](http://www.urban.org/UploadedPDF/311332_funding_NGOs.pdf)>.

### Periodicals, Blogs, Webcasts, Podcasts

Nonprofit Literature Blog. <<http://literature.foundationcenter.org/2008/06/the-fundraising.html>>

Philanthropy News Digest. <<http://foundationcenter.org/pnd/>>

#### Chronicle of Philanthropy

(bi-weekly newspaper)  
1255 23rd Street, N.W.  
Washington, DC 20037  
(800) 728-2819 from the U.S.  
(740) 382-3322 from all other countries  
[www.philanthropy.com](http://www.philanthropy.com)

#### Corporate Philanthropy Report

(monthly newsletter except for January and September)  
Aspen Publishers Inc.  
1101 King Street, Suite 444  
Alexandria, VA 22314  
(703) 683-4100  
[www.aspenpublishers.com](http://www.aspenpublishers.com)

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## **Foundation News and Commentary**

(bi-monthly magazine)  
Council on Foundations  
1828 L Street, N.W.  
Washington, DC 20036  
(202) 466-6512  
[www.cof.org](http://www.cof.org)

## **Fund Raising Management**

(monthly magazine)  
Hoke Communications  
224 Seventh Street  
Garden City, NY 11530  
(800) 229-6700

## **Grantsmanship Center Magazine**

(quarterly magazine)  
TGCI Publications Dept.  
1125 W. Sixth Street, Fifth Floor  
P.O. Box 17220  
Los Angeles, CA 90017  
(213) 482-9860  
[www.tgci.com](http://www.tgci.com)

## **Grassroots Fundraising Journal**

(bi-monthly magazine)  
Chardon Press  
3781 Broadway  
Oakland, CA 94611  
(888) 458-8588  
<http://www.grassrootsfundraising.org/>

## **Websites**

Association of Fundraising Professionals' Resource Center.  
<<http://www.afpnet.org/ResourceCenter/?navItemNumber=502>>

Foundation Center's Guide to Funding Research: Initial Questions  
<<http://www.foundationcenter.org/getstarted/tutorials/gfr/initial.html>>, Beginning Your Research –  
Nonprofit grant-seekers <<http://www.foundationcenter.org/getstarted/tutorials/gfr/begin.html>>,  
Glossary  
<<http://www.foundationcenter.org/getstarted/tutorials/gfr/glossary.html>>.

Foundation Center's Training Courses.  
<<http://foundationcenter.org/getstarted/learnabout/foundations.html>>

International and Foreign Grant Makers. Michigan State University Libraries.  
<<http://staff.lib.msu.edu/harris23/grants/privint.htm#af1>>

Asian-Pacific Philanthropy Consortium: Information by Society.  
<<http://www.asiapacificphilanthropy.org/node/5>>

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Council on Foundations: a website for grant makers. Basic Options for International Grantmaking.  
<<http://www.cof.org/templates/41.cfm?ItemNumber=16210>>

Grant-writing tools for non-profit organizations. <<http://www.npguides.org/>>, Useful Links for grantmakers and grant-seekers. <<http://www.npguides.org/links.htm>>

Nonprofit Fundraising and Grant-writing, Free Management Library.  
<[http://www.managementhelp.org/fndrsng/np\\_raise/np\\_raise.htm](http://www.managementhelp.org/fndrsng/np_raise/np_raise.htm)>

The Grantsmanship Center's International Funding Sources. <<http://www.tgci.com/fundingasia.shtml>>

Fundsnet Services: Online Directory of International Grants and Funders.  
<<http://www.fundsnet.com/searchresult.php?sbcid=30>>

Yahoo Directory of Grant-Making Foundations.  
<[http://dir.yahoo.com/Society\\_and\\_Culture/issues\\_and\\_causes/philanthropy/organizations/grant\\_making\\_foundations/](http://dir.yahoo.com/Society_and_Culture/issues_and_causes/philanthropy/organizations/grant_making_foundations/)>

Nonprofit Glossary, Nonprofit Good Practice Guide.  
<<http://www.npgoodpractice.org/Glossary/Default.aspx>>

International Grants: NonProfit Expert.com < <http://www.nonprofitexpert.com/international.htm>>

Ford Foundation's Philanthropic Resources <<http://www.fordfound.org/grants/otherresources>>

## Books

### Regional/Country

#### Europe

***Accessing Europe's Largest Donor: 2008 Guide to European Union Funding For NGOs.*** 14<sup>th</sup> ed. European Citizen Action Service.

This book includes tips for fundraisers; the new financial perspectives from an NGO's point of view; funding programmes for projects within the EU, including citizenship, environment, consumer protection, social justice; structural funds; and a chapter on foundations which may provide extra or alternative funding.

< [http://www.ecas-citizens.eu/component/option,com\\_productbook/func,viewcategory/Itemid,59/catid,2/](http://www.ecas-citizens.eu/component/option,com_productbook/func,viewcategory/Itemid,59/catid,2/)>

Pharoah, Cathy . ***Charity Market Monitor 2009: Grantmakers & Corporate Donors.*** Vol 2. Caritas Data, Print.

The book compares the activities of the top 300 grantmaking charities in the UK, identifies the top 300 grantmakers by grantmaking expenditure, and analyzes charitable sectors each organization provides funding for.

<<http://www.caritasdata.co.uk/charity/charity-market-monitor.html>>

***European Foundations and Grant-Making NGOs.*** 1<sup>st</sup> ed. Routledge, 2004. Print.

This comprehensive new directory lists over 1,950 major national and international foundations, NGOs and other charitable and grant-making organizations located in Europe. All of the major established foundations and NGOs are included, as well as some of the less well known grant-making organizations. Coverage includes Western, Eastern, Central and South-Eastern Europe. This title will prove an invaluable acquisition for fund managers, international organizations, research institutes, public and academic

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libraries, charities and all grant seeking organizations.

<<http://www.fundraising.co.uk/amazon-220>>

Traynor, Tom. **A Guide to Local Trusts in Greater London 2008/09**. Directory of Social Change, 2008. Print. The new and updated edition of this popular local guide is an indispensable research tool for anyone looking to raise money from grant-making trusts in Greater London.

<<http://www.fundraising.co.uk/amazon-243>>

Carnie, Christopher. **Fundraising from Europe**. 1st ed. Chapel & York, 2003. Print.

This book is about fundraising from the 370 million+ individuals, and thousands of companies, trusts and foundations, in Europe - a fundraising market that turns over £200 billion each year.

It shows you how to successfully access these funds. It uses case studies and provides facts and figures from the extensive and valuable European scene.

< <http://www.dsc.org.uk/Publications/Fundraisingsources/@2685> >

**The 2010 EU Funding Guide for Non-profit Sector**. WelcomeEurope.

This book includes information about 300 EU grants for associations, development NGOs, federations, trade unions, foundations, and the 2010 guidelines for European project leaders.

< <http://www.welcomeurope.com/guide-en.html>>

**Top 3000 Charities 2009/2010: Compare the largest UK charities and find charity grant-makers**. Caritas Data, Print.

This book gives you access to the top charities in the UK. These have been determined by analysis of charity income, charity expenditure and charity funds.

<<http://www.caritasdata.co.uk/charity/top-3000-charities.html>>

## Other

Norton, Michael. **The Worldwide Fundraiser's Handbook: A Guide to fundraising for Southern NGOs and Voluntary Organisations**. 3rd ed. Directory of Social Change, 2009. Print.

This is a fully revised and updated edition of the essential handbook for fundraising for the developing world (including Africa, Asia, Latin America and countries of Eastern Europe). Using case studies and examples of good practice, it offers guidance and advice on: establishing effective local fundraising; tapping a wide range of sources of funding (including government, companies and charitable foundations); fundraising techniques; good practice; and sources of information and help. This is an ideal book for fundraisers working to mobilize local resource and funding for those seeking to support them.

<[http://www.resource-alliance.org/resources/recommended\\_reading/books/96.asp](http://www.resource-alliance.org/resources/recommended_reading/books/96.asp)>

Holloway, Richard. **Towards Financial Self-Reliance: A Handbook on Resource Mobilisation for Civil Society Organisations in the South**. Earthscan Publications Ltd., 2001. Print.

A clear and practical guide aimed at the managers of civil society organizations, including non-governmental organizations, citizens' movements, co-operatives, trade unions and other grass-roots organizations primarily in developing countries, on how to mobilize funds and other resources and in doing so become financially self-reliant. The author examines numerous and varied options, covering earned income, local foundations, governmental sources, foreign agencies, the corporate sector, microcredit, the internet and social investments, setting these within a strategic overview of planning and management effectiveness.

<<http://www.earthscan.co.uk/?TabId=375&v=237723>>

**Directory of Asia Pacific Grantmakers**. 1st ed. Chapel & York, 2007. Print.

The directory contains profiles of over 900 Independent Grantmakers.

<[http://www.chapelyork.com/product\\_info.php?cPath=30&products\\_id=174](http://www.chapelyork.com/product_info.php?cPath=30&products_id=174)>

# PHILANTROPIA

Harris, Thomas. *International Fund Raising for Not-for-Profits: A Country-by-Country Profile*. Wiley, 1999. Print.

This book provides complete coverage of everything that a fund raiser must know when preparing for an international fund-raising campaign. Offers an overview of a country's tax and regulatory system, an examination of its not-for-profit sector, what sources of funding are available, and what fund-raising methods are considered acceptable by the culture and the government.

<<http://www.wiley.com/WileyCDA/WileyTitle/productCd-047124452X.html>>

## Applying for Grants/Grantseeking/Grantwriting

Middleton, Jenny. *Guide to Bidding: devising and structuring projects for grant funding*. Middlesex University Press, 2004. Print.

A resource for any organisation wishing to apply for grant funding but unsure of where to start. It is useful for those who want to reduce their reliance on external bidding consultants, or improve the hit rate of their funding bids.

<<http://www.fundraising.co.uk/node/166716>>

Clarke, Cheryl A. *Storytelling for Grantseekers: A Guide to Creative Nonprofit Fundraising*. 2nd Ed. Wiley: Jossey-Bass, January 2009. Print.

Cheryl Clarke presents an organic approach to grantseeking, one that views the process through the lens of the pleasures and rewards of crafting a good story. This book walks readers through all the main phases of the proposal, highlighting the creative elements that link components to each other and unify the entire proposal. It contains resources on crafting an effective synopsis, overcoming grantwriter's block, packaging the story, and the best ways to approach the "short stories" (inquiry and cover letters) that support the larger proposal. <<http://www.wiley.com/WileyCDA/WileyTitle/productCd-0470381221.html>>

Mikelonis, Victoria, Betsinger T. Signe and Kampf E. Constance. *Grant Seeking in an Electronic Age*. Longman, June 2004. Print.

This book teaches students how to submit proposals for government, foundation and corporation funding.

<<http://www.fundraising.co.uk/node/166593>>

Brown, Larissa Golden and Martin John Brown. *Demystifying Grant Seeking: What You Really Need to Do to Get Grants*. 2nd ed. Jossey-Bass, September 2001. Print.

Proposal writing is a science and art. The art part is writing; the science part is research, strategy, observation, and painstaking work. *Demystifying Grant Seeking* is about the painstaking part, but the authors skillfully render the components in manageable, sustainable portions, palatable for the busiest of non-profit professionals.

<<http://www.josseybass.com/WileyCDA/WileyTitle/productCd-0787956503,descCd-reviews.html?print=true>>

Wason, D. Sara. *Webster's New World Grant Writing Handbook*. September 2004. Print.

A resource book with comprehensive coverage of proposal writing and winning grant applications.

<<http://shop4.mailordercentral.com/afpbookstore3/prodinfo.asp?number=0764559125>>

Robinson, Andy. *Grassroots Grants: An Activist's Guide to Grantseeking*. 2<sup>nd</sup> ed. Jossey-Bass, 2004. Print.

This is a revised second edition to the bestselling guide to grantseeking. This updated edition keeps pace with the changing times and contains all new budgets and model proposals, interviews with funders from the grassroots community and timely information about grantseeking on the Internet.

<<http://shop4.mailordercentral.com/afpbookstore3/prodinfo.asp?number=0787965782>>

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Golden, Susan L.. ***Secrets of Successful Grantmanship***. 1st ed. Jossey Bass Wiley, 1997. Print.  
Drawing on more than 20 years of experience with more than 100 organizations, Susan Golden arms fundraisers with the grantsmanship skills they need to successfully navigate the grantmaking process. From conducting effective prospect research and making initial conversations count to preparing, submitting, and following up on grant proposals, Susan Golden offers a focused, step-by-step method for reliably achieving success in any fund raising activity.

<<http://www.josseybass.com/WileyCDA/WileyTitle/productCd-078790306X.html>>

Dorner, Jane. ***Writing Bids and Funding Applications (One Step Ahead)***. OUP Oxford, 2004. Print.  
A book of practical advice and tips on how to write effective bids, proposals, and funding applications for both individuals and small businesses. This lively, accessible, and illustrated guide is divided into two sections: the first provides information on types of bids, proposals, and funding applications, preparation, and writing, including the importance of layout, style and readability. The second is a reference section detailing rules and requirements to bear in mind, together with useful lists of resources, worksheets and checklists.

<<http://www.fundraising.co.uk/amazon-245>>

## Grantmakers/Foundations/Donors

***Directory of American Grantmakers 2008 - 2009***. 4th ed. Chapel & York, 2007. Print.  
The directory contains over 700 entries of American based foundations and organisations offering grants and assistance to charities and non-profits outside the United States. The profiles give an overview of the interests and geographical focus of the organisations as well as contact details and financial information enabling fundraisers to quickly and easily select appropriate potential funders.

<[http://www.chapelyork.com/product\\_info.php?cPath=23&products\\_id=177](http://www.chapelyork.com/product_info.php?cPath=23&products_id=177)>

Orosz, J. Joel. ***The Insider's Guide to Grantmaking: How Foundations Find, Fund and Manage Effective Programs***. Jossey Bass, April 2000. Print.

It was written for program officers and grantseekers as a practical guide to making foundation grants. It includes the history and function of foundations and an overview of grantmaking for those new to the field.

<<http://www.fundraising.co.uk/node/166578>>

Nielsen, A. Waldemar. ***Golden Donors: A New Anatomy of the Great Foundations***. New Ed. Transaction Publishers, December 2001.

Thornton F. Bradsahw said, "Golden Donors describes the large American foundations, what they are how they got that way, and wherein lies their strength and their potential."

<<http://www.fundraising.co.uk/amazon-218>>

## General Fundraising

Baguley, John. ***Successful Fundraising***. 2<sup>nd</sup> ed. Bibliotek Books, 2000. Print.  
This book covers all aspects of fundraising, from the fundraising pyramid, trading, charitable trusts, capital appeals, managing a fundraising department, moral issues and the internet, to fundraising in other countries and careers in fundraising.

<<http://www.bibliotek-books.co.uk/sf.html>>

Bray, Ilona M. ***Effective Fundraising for Nonprofits: Real-World Strategies That Work***. 2nd ed. NOLO, 2008. Print.

It features advice and stories from over 40 experienced fundraisers, foundation staffers, journalists and more. It explains how to: work with individual donors, plan special events, solicit grants from foundations

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and corporations, get media coverage, use the Web to further fundraising goals, start a side business to raise funds, and much more. The book also covers IRS rules and regulations, grassroots strategies for struggling nonprofits, the tools and staffing needed, and dozens of resources that you can take advantage of.

<<http://www.amazon.com/Effective-Fundraising-Nonprofits-Real-World-Strategies/dp/1413307485>>

Carnie, Christopher. ***Find the Funds: A New Approach to Fundraising Research***. Directory of Social Change, 2000. Print.

"Forget selling, relationships and all that clobber; when you know how to Find the Funds and you practice Find the Funds, you'll know how to raise the funds. It's as easy as that."

<<http://www.amazon.co.uk/exec/obidos/ASIN/1900360543/219>>

Burlingame, Dwight. ***Critical Issues in Fund Raising***. AFP Fund Development Series, 1997. Print.

Examine the most pressing issues facing fundraising professionals today. Extensive chapters cover donors, innovative fundraising, marketing, financial management, ethics, international philanthropy, and the fundraising professional. Written by a team of highly respected practitioners and educators, this book was developed in conjunction with NSFRE, the Council for the Advancement and Support of Education, the Association for Research on Nonprofit Organizations and Voluntary Action, and the Indiana University Center on Philanthropy.

<<http://shop4.mailordercentral.com/afpbookstore3/prodinfo.asp?number=0471174653>>

Burnett, Ken. ***Friends for Life: Relationship Fundraising in Practice***. The White Lion Press Limited. , 1996. Print.

The author addresses the question, "does relationship fundraising work?" He examines 16 detailed case studies of relationship fundraising from around the world, covering areas such as major appeals, direct marketing, major donors and committed giving.

(For Preview:

[http://books.google.com/books?id=C8O7bYo70W8C&dq=Friends+for+Life:+Relationship+Fundraising+in+Practice&printsec=frontcover&source=bl&ots=ShrmEWQvqo&sig=RDEbnJNkgMbjqOXb9mTD6pFLZ4Y&hl=en&ei=oD8pSu-jD8eMtgf06-SpCA&sa=X&oi=book\\_result&ct=result&resnum=1#PPP1,M1](http://books.google.com/books?id=C8O7bYo70W8C&dq=Friends+for+Life:+Relationship+Fundraising+in+Practice&printsec=frontcover&source=bl&ots=ShrmEWQvqo&sig=RDEbnJNkgMbjqOXb9mTD6pFLZ4Y&hl=en&ei=oD8pSu-jD8eMtgf06-SpCA&sa=X&oi=book_result&ct=result&resnum=1#PPP1,M1) )

Duschinsky , Jon . ***Philanthropy in a Flat World: Inspiration Through Globalization***. Wiley, 2009. Print.

Open, honest, and challenging, this visionary guide looks at the forces at work in creating the global philanthropic world of tomorrow. It is a must-read for every fundraiser and nonprofit manager seeking to compete and succeed in today's "borderless" world. This compelling and practical resource reveals how your nonprofit can become more flexible, adaptable, and international in approach to help it survive the coming challenges. <<http://www.wiley.com/WileyCDA/WileyTitle/productCd-0470458011.html>>

Fischer, Marilyn . ***Ethical Decision Making in Fund Raising***. Wiley, 2001. Print.

A handbook for ethical reasoning and discussion. In her provocative new book, Dr. Fischer provides conceptual tools with which a nonprofit can thoroughly examine the ethics of how and from whom it seeks donations. With the book's Ethical Decision-Making Model, the author explains how fundraisers can use their basic value commitments to organizational mission, relationships, and integrity as day-to-day touchstones for making balanced, ethical fundraising decisions. The book also examines day-to-day issues of fundraising: privacy and confidentiality, conflicts of interest such as finder's fees and commission-based pay; corporate philanthropy; and fostering cultural diversity.

<<http://shop4.mailordercentral.com/afpbookstore3/prodinfo.asp?number=471298433>>

Grace , Kay Sprinkel . ***Beyond Fund Raising: New Strategies for Nonprofit Innovation and Investment***. 2<sup>nd</sup> ed. John Wiley & Sons Inc., 2005. Print.

Demands of donors for accountability, transparency, and results have changed the way nonprofit professionals must organize their work. Developed from the author's firsthand experience as a fundraising consultant and volunteer, this book examines the stewardship tools available through the Internet, the impact of accountability on planning, streamlined ideas regarding capital campaigns and feasibility studies, new techniques for annual giving that recognize the impact of the Internet, and new ways to involve increasingly busy board members in organizations. It helps you to learn how to position your

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organization in the community as a constructive, vital, and successful social investment and develop an investor relationship with donors and engage their values-based commitment capacity to make a difference in their communities.

<http://www.amazon.com/Beyond-Fundraising-Strategies-Innovation-Investment/dp/0471707139>

Scanlan, A. Eugene. ***Corporate & Foundation Fund Raising: A Complete Guide from the Inside***. Aspen Publishers, 1997. Print.

This step-by-step guide gives strategy tips and real-life examples to make you successful in raising money from foundations and corporations.

<<http://shop4.mailordercentral.com/afpbookstore3/prodinfo.asp?number=0834209365>>

Greenfield, James M.. ***The Nonprofit Handbook: Fund Raising***. 3rd ed. John Wiley & Sons Inc, 2001. Print.

This book provides a complete overview of the entire development function, from management and strategic planning to hands-on, practical guidance for the various kinds of fundraising. Written by leading fund-raising professionals and edited by James M. Greenfield, this volume is a classic in the field of fundraising.

<<http://www.josseybass.com/WileyCDA/WileyTitle/productCd-0471403040,descCd-description.html?print=true>>

Hack , Vanessa . ***Targeting the Powerful: International Prospect Research***. Routledge, 1997. Print.

Targeting the powerful: international prospect research is a highly practical guide to prospect research, written by a leading expert. It explains how to conduct in-depth research into a person, company or charitable foundation, and how to use the information to recommend a line of approach most likely to succeed.

<<http://www.routledgereference.com/books/Targeting-the-Powerful-isbn9780851423654>>

Daw, Jocelyne. ***Cause Marketing for Nonprofits: Partner for Purpose, Passion, and Profits***. John Wiley & Sons, 2006. Print.

This book captures the exciting potential for business and nonprofits to partner for mutual benefit and discovery. Cause marketing aligns nonprofits and businesses to combine the power of their individual brands with a company's marketing might to achieve social and shareholder value while communicating their values.

<<http://www.amazon.co.uk/exec/obidos/ASIN/0471717509/219>>

Norton, Michael. ***Need to know? Fundraising***. Collins, 2007. Print.

This book covers what you will need to support your fundraising efforts, how much you actually need, asking individuals, fundraising activities, getting support, devising a strategy, writing applications and much more.

<<http://www.dsc.org.uk/Publications/Fundraisingtechniques/@2605>>

Norton, Michael, and Mike Eastwood. ***Writing Better Fundraising Applications***. 4th ed. Directory of Social Change in association with ICFM, 2010. Print.

This practical workbook will help you produce punchy, effective applications that get results. It shows you: the ingredients of a good application, how to cost a project, and how to improve your communication skills.

< <http://www.dsc.org.uk/Publications/Fundraisingtechniques/@2929> >

Petty , Janice Gow . ***Ethical Fundraising: A Guide for Nonprofit Boards and Fundraisers*** . Wiley, 2008. Print.

Essential topics are covered, including: appearance of impropriety, Rights of donors, tainted money, using donations as intended, choosing a leadership role, ethical decision-making, restoring public confidence in the nonprofit sector, and the ethics of grant making and grant seeking.

<<http://shop4.mailordercentral.com/afpbookstore3/prodinfo.asp?number=9780470225219>>

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Ritchie, Jill. **Sources of Funding**. Revised Ed. Wiremill Publishing, Ltd, 2004. Print.

One of the QuickGuides series, this guide covers all the different types of funders and how they might support your organisation.

<<http://www.fundraising.co.uk/node/166638>>

Quick, James Aaron, and Cheryl Carter New. **Grantseeker's Toolkit: A Comprehensive Guide to Finding Funding**. Wiley, September 1998. Print.

This book provides a comprehensive step-by-step guide on the complex process of grant development. It will be useful for all grantseeking groups or individuals.

<[http://www.wiley.com/WileyCDA/WileyTitle/productCd-0471193038\\_descCd-description.html](http://www.wiley.com/WileyCDA/WileyTitle/productCd-0471193038_descCd-description.html)>

Seltzer, Michael. **Securing Your Organization's Future: A Complete Guide to Fundraising Strategies**. Foundation Center, 2001. Print.

Author Michael Seltzer explains how to strengthen your nonprofit's capacity to raise funds and promote long-term stability. Learn how to effectively define vision and mission, build your board of directors, plan programs, and develop your budget. This *Guide* shows how to determine the best mix of funding resources for the long term. Worksheets and case studies help you formulate your own plan.

<[http://foundationcenter.org/marketplace/catalog/product\\_monograph.jhtml?id=prod10045](http://foundationcenter.org/marketplace/catalog/product_monograph.jhtml?id=prod10045)>

Warwick, Mal. **The Five Strategies for Fundraising Success: A Mission-Based Guide to Achieving Your Goals**. Jossey Bass Wiley, 1999. Print.

The author shows nonprofit organizations how to set fundraising goals based on mission and how to select, implement, and stay with the right strategies to meet those goals. His five fundamental fundraising strategies are Growth, Involvement, Visibility, Efficiency, and Stability (GIVES), all of which link directly to specific and appropriate fundraising goals. Through real-world examples, Warwick shows readers how to choose a primary strategy that will drive both long-term fundraising planning and day-to-day fundraising activities. He then takes them step by step through the process of integrating the strategy into current operations, evaluating its progress, and sticking to the chosen strategy while facing the inevitable changes, obstacles, and setbacks that nonprofits encounter every day.

<[http://www.wiley.com/WileyCDA/WileyTitle/productCd-0787949949\\_descCd-description.html?print=true](http://www.wiley.com/WileyCDA/WileyTitle/productCd-0787949949_descCd-description.html?print=true)>

Warwick, Mal. **How to Write Successful Fundraising Letters**. 2nd ed. Jossey-Bass, 2008. Print.

Mal Warwick, the nation's premier letter-writing tutor and direct mail expert, shows you the essential tools for making your direct marketing program a success. He gives you both general advice about the most effective direct mail strategies and specific guidance.

<<http://www.wiley.com/WileyCDA/WileyTitle/productCd-0787999083.html>>

(Preview:

[http://books.google.com/books?id=U9xL8anNDKgC&dq=How+to+Write+Successful+Fundraising+Letters&printsec=frontcover&source=bn&hl=en&ei=2IipStOKEY\\_MM6C--OoJ&sa=X&oi=book\\_result&ct=result&resnum=5#PPA54,M1](http://books.google.com/books?id=U9xL8anNDKgC&dq=How+to+Write+Successful+Fundraising+Letters&printsec=frontcover&source=bn&hl=en&ei=2IipStOKEY_MM6C--OoJ&sa=X&oi=book_result&ct=result&resnum=5#PPA54,M1) )

Warwick, Mal, Ted Hart, and Nick Allen . **Fundraising on the Internet: The ePhilanthropy Foundation.org's Guide to Success Online**. 2<sup>nd</sup> ed. Jossey Bass Wiley, 2008. Print.

In this second edition of the popular *Fundraising on the Internet*, a sterling group of experts in the field have completely rewritten the first-ever hands-on guide for navigating the ever-changing world of fundraising on the Internet. This no-nonsense book gets beyond the hype and hyperbole, and takes into account the new realities of the post dot.com crash marketplace to offer solid advice on how to use technology to raise funds. Both timely and informative, this invaluable resource will be kept current with frequent e-mail updates from the authors.

<<http://www.josseybass.com/WileyCDA/WileyTitle/productCd-0787960454.html>>

Review on 1<sup>st</sup> edition <[http://foundationcenter.org/pnd/offtheshelf/ots\\_print.jhtml?id=2200007](http://foundationcenter.org/pnd/offtheshelf/ots_print.jhtml?id=2200007)>

# PHILANTROPIA

Warwick, Mal, and Stephen Hitchcock. ***Ten Steps to Fundraising Success: Choosing the Right Strategy for Your Organization***. Jossey Bass Wiley, 2001. Print.

In *Ten Steps to Fundraising Success*, two of the country's leading fundraising experts Mal Warwick and Stephen Hitchcock show you how to implement a fundraising strategy that goes beyond simply raising money to meet your organization's financial requirements. It is a hands-on workbook to guide you through a revolutionary approach to mission-based strategic planning.

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