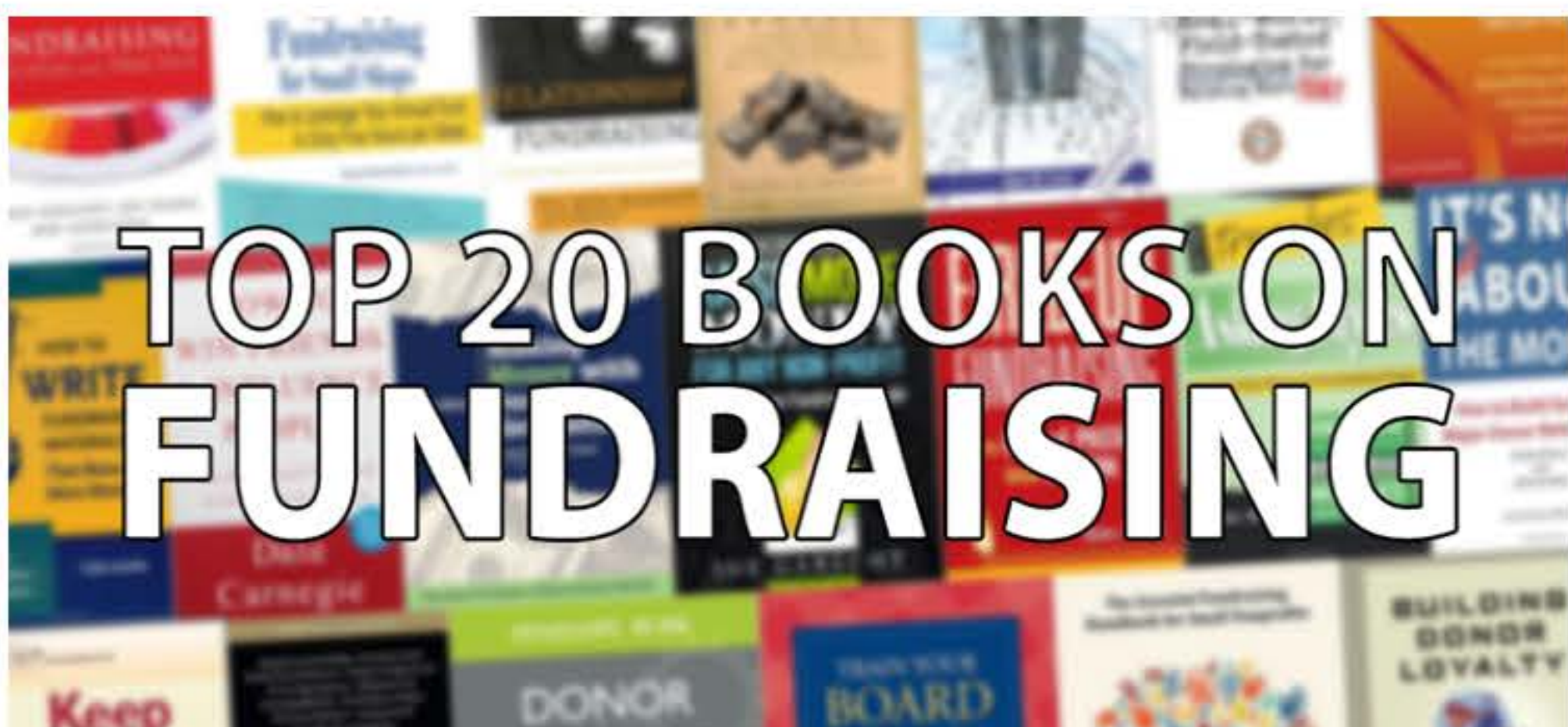


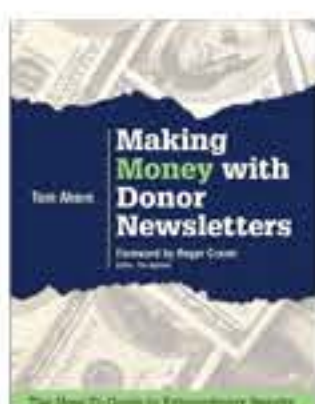
TOP 20 FUNDRAISING BOOKS

PARTNERS



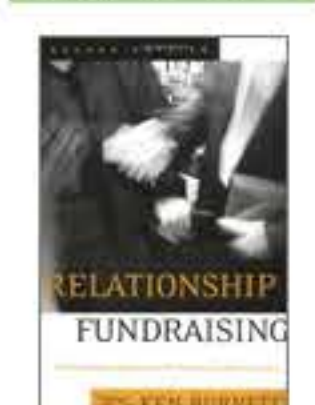
In seeking to identify the top fundraising books for nonprofits, we reached out to 10 of the individuals/teams on our Top Nonprofit Blogs list who specialized in fundraising. Each of these experts was asked to provide a list of their top 3-5 fundraising books they would recommend. The books with the most votes are ranked first with all ties being settled by a combination of relative rankings (compared to all books evaluated) based on number of ratings, average stars, and age of the book. We hope you find the list helpful. We certainly found some new gems in the process.

The twitter handles for the voters can be found at the bottom of this list.



**1. Making Money with Donor Newsletters**  
By Tom Ahern  
2013

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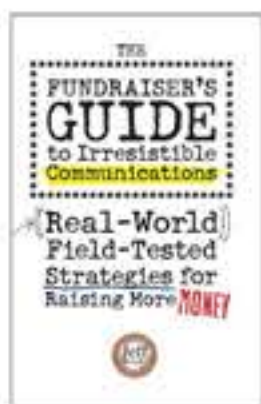
**2. Relationship Fundraising**  
By Ken Burnett  
2002

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**3. Asking Styles**  
By Andrea Kihlstedt  
2012

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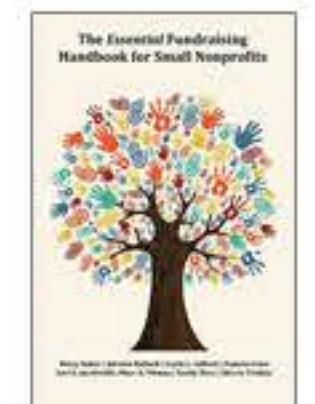
**4. Fundraising Guide to Irresistible Communications**  
By Jeff Brooks  
2014

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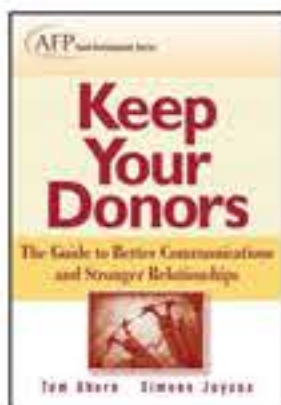
**5. Fired-Up Fundraising**  
By Gail Perry  
2007

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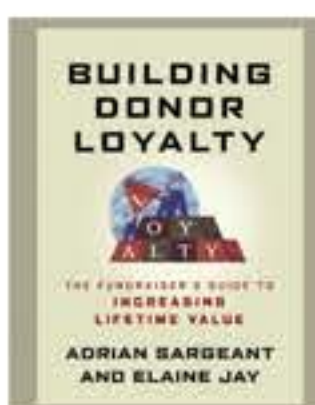
**6. The Essential Fundraising Handbook for Small Nonprofits**  
By Betsy Baker, Kirsten Bullock, Gayle L. Gifford, Pamela Grow, Lori L. Jacobwith, Marc A. Pitman, Sandy Rees, & Sherry Truhlar  
2013

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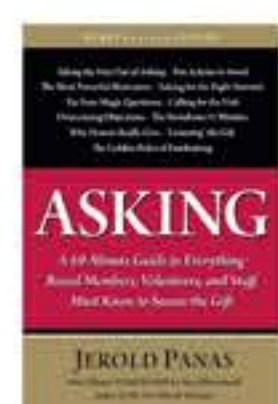
**7. Keep Your Donors**  
By Tom Ahern and Simone P. Joyaux  
2007

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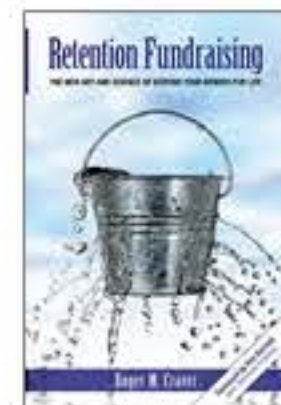
**8. Building Donor Loyalty**  
By Adrian Sargeant and Elaine Jay  
2011

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**9. Asking**  
By Jerold Panas  
2013

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**10. Retention Fundraising**

By Roger Craver

2014 [View on amazon](#)



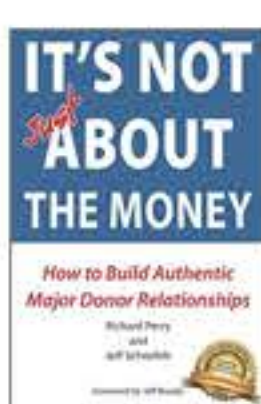
**11. How to Write Fundraising Materials That Raise More Money**  
By Tom Ahern  
2007

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**12. Fundraising Principles and Practice**  
By Adrian Sargeant, Jen Shang  
2010

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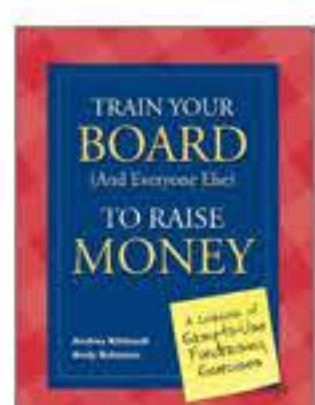
**13. It's Not Just About The Money**  
By Richard Perry and Jeff Schreifels  
2014

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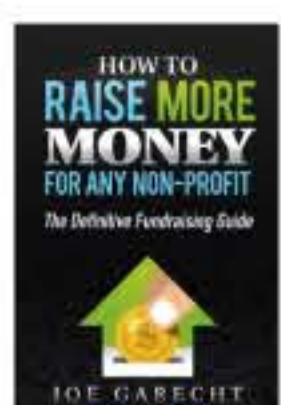
**14. Major Gift Fundraising for Small Shops**  
By Amy Eisenstein  
2014

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**15. Train Your Board and Everyone Else to Raise Money**  
By Andrea Kihlstedt and Andy Robinson  
2014

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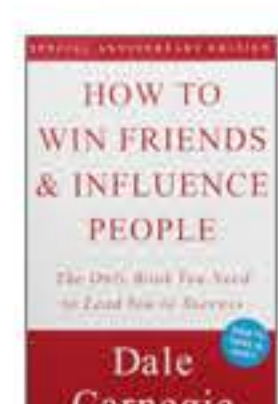
**16. How to Raise More Money for Any Non-Profit**  
By Joe Garecht  
2013

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**17. Donor-Centered Leadership**  
By Penelope Burk  
2013

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**18. How to Win Friends & Influence People**  
By Dale Carnegie  
1998

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**19. Ask Without Fear!**  
By Marc A. Pitman  
2008

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**20. Fundraising Mistakes that Bedevil All Boards (And Staff Too)**  
By Kay Sprinkel Grace  
2009

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A special thanks to the following top fundraising

blogger for their participation:

- @101fundraising
- @AmyEisenstein
- @thattomahern
- @SandyRees
- @jeffbros
- @RoryJMGreen
- @pamelagrow
- @GailPerryinc
- @marcapitman



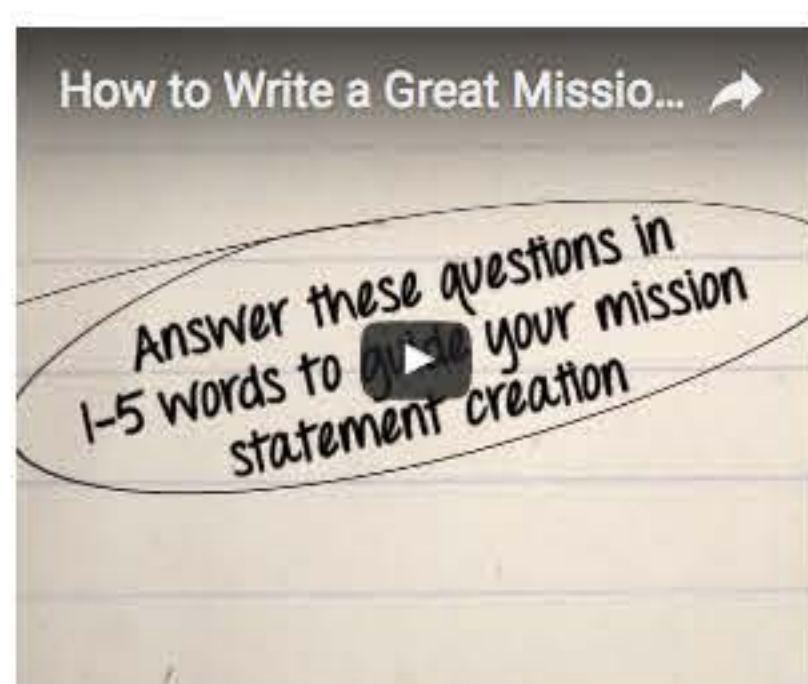
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