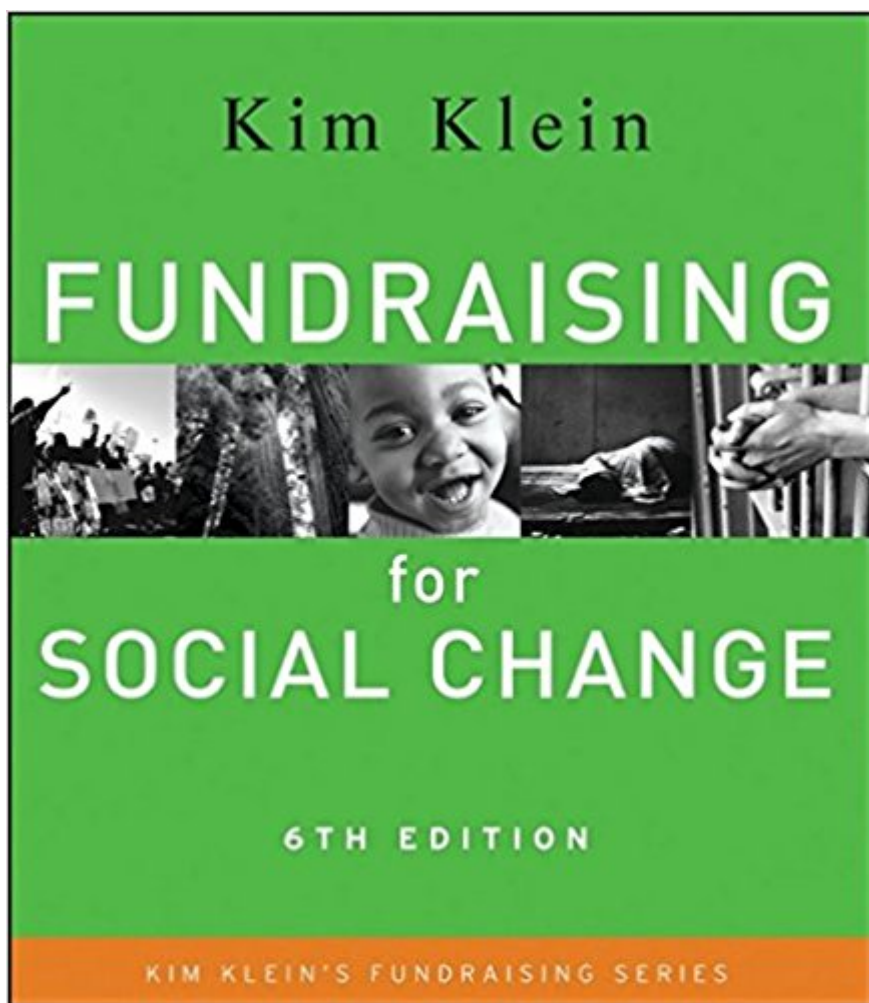




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Fundraising For Social Change



Synopsis

This bestselling book is one of the most widely used in the field by nonprofit organizations across the country. A soup to nuts description of how to build, maintain and expand an individual donor program, this book is often called "the Bible of grassroots fundraising." Praise for the Sixth Edition of *Fundraising for Social Change* "People love Kim's fundraising wisdom and her keen ability to connect fund development with what matters in our communities. I always recommend *Fundraising for Social Change* to organizations in need of a book with ideas they can use right away as well as information about how to build a successful long-term fundraising program." —Steve Lew, senior projects director, CompassPoint Nonprofit Services "I used *Fundraising for Social Change* as a textbook for my class for many years and often recommend it to grassroots organizations as a primer for developing a fundraising strategy. Kim's years of experience and her own broad knowledge of the field give the book heft and credibility. Her pragmatism and sense of humor make it readable and engaging." —Maria Mottola, executive director, New York Foundation "The information and inspiration we have received from Kim Klein's books have been key to our grassroots fundraising efforts. Some people go back to Proust; I go back to her specifics about how to write a fundraising plan that actually works!" —Bob Fulkerson, state director, Progressive Leadership Alliance of Nevada (PLAN) "Kim makes me a believer again whenever I am in her presence?be it through her spoken or written word. While she provides the basics of raising money in an accessible form, what I truly value is the deep sense of purpose she reawakens in me as a fundraiser-activist." —Miguel Gavalda, fundraising coach and trainer, Grassroots Institute for Fundraising Training "Whatever role I am in, I turn to *Fundraising for Social Change*. Working with Kim to present *Fundraising for Social Change* workshops in communities changes lives?both professional and personal?including mine. She offers hands-on experience and extraordinary human values to the nonprofit sector, as well as skilled expertise in teaching others how to make fundraising fun and meaningful to our whole life." —Jaune Evans, development chair, Yerba Buena Center for the Arts

Book Information

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Customer Reviews

Reviewer Kathy Cone writes: "This is the fundraising book nobody should be without, and it's as good and useful for professional fundraisers--like our development coordinator--as it is for novices and recalcitrant, procrastinating, fearful-of-rejection, "fundraising has to be my lowest priority" types like me.... "Klein has a genius for simplifying, for speaking straight, for making asking for money sound easy (whether by letter, phone call, or personal meeting), and making it seem almost like a lark. Get your own copy of this book and chain it to your desk." -- *The Workbook*, Vol. 22 #2, 1997

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"Kim is a legend and pioneer in fundraising for nonprofits of all sizes and types. She provides practical and timeless advice on a myriad topics. Her book should be on the shelf of every development director." -- Pam Williams, director of development, The Marin Humane Society

"This is my grassroots fundraising 'bible.' I refer to it when preparing for a new fundraising campaign and tell others to read it when they're feeling overwhelmed. I know I would be lost if I didn't have this book in my fundraising library." -- Rona Fernandez, development director, Californians for Justice

"Hawaii Community Foundation has brought Kim to the islands for over ten years to present her information-packed workshops on fundraising. Fundraising for Social Change brings Kim into the nonprofit organizations on a daily basis with the principles and practical tools needed for a successful long-term fundraising program." -- Lorraine Sato Tamaribuchi,

foundation officer for Maui County, Hawaii Community Foundation --This text refers to the Digital edition.

Used this as one of the textbooks for the University of Washington's Fundraising Management program. Very readable.

So much information, it's a bit overwhelming at first. But take your time with the book and read with a pen and paper to write notes. Lots of great ideas will come from your time spent with your nose in this one.

Very helpful book to know about fundraising.

This book has helped me far beyond that class I needed it for. I would suggest keeping it and putting in a safe spot so you can pull it out at anytime. Even if you have already finished school this book is great to have as a reference.

The book's content is precise, to the point and not repetitive in hard to understand grammar. The context was really reliable for the course I am currently taking. The chapters are not long and drawn out yet the examples the author uses are up-to-date, on point and target. I truly liked this book because it is a great read outside of higher education.

Really easy to read. lots of helpful easy to understand information

I ran a small non profit for 5 years, and this book was my bible- I learned so much from Kim Klein- I now recommend it to my clients regularly

Informative, easily understandable and quite helpful.

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