

**Nonprofit Management, Philanthropy and
Fundraising Publications**

Note: The following is a selected list of publications available on philanthropy, fundraising, nonprofit management, and civil society. To order, contact your local bookstore or supplier, and provide the bibliographic material listed below or order directly from the publisher. Publications that are “out of print” are included because of their contribution to the understanding of the field and may still be purchased on Amazon.com, E-Bay, and other used book sources. These known out-of-print editions are marked with “*” (an asterisk).

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PERIODICALS

Advancing Philanthropy. Alexandria, VA: Association of Fundraising Professionals.
(Published quarterly).

How-to articles and reports on successful fundraising practice. The official journal of the Association of Fundraising Professionals.

The Chronicle of Philanthropy. Washington, DC: The Chronicle of Philanthropy.
(Published biweekly).

The latest issues in philanthropic activity from case histories and people in the profession to statistical data on major contributions are covered in this newspaper. Sections can include fundraising, giving, foundations, corporations, marketing, management, volunteering, grants, international fundraising activities, and many other areas of philanthropy. Job opportunities are listed in the last section.

Corporate Philanthropy Report. Gaithersburg, MD: Aspen Publishers, Inc.

Provides an understanding of corporate trends in giving and has feature articles about corporate giving.

Currents. Washington, DC: Council for Advancement and Support of Education.
(Published monthly).

Publication of the major association for education institutions. Includes articles on fundraising, public relations and alumni administration.

Foundation News and Commentary. Washington, DC: The Foundation. (Published monthly).

Features articles and commentary about grantmakers, grantmaking activities and trends. Includes book reviews, people news, and classifieds.

Fund Raising Management. Garden City, NY: Hoke Communications, Inc. (Published monthly).

This monthly serial includes current topics and strategies in fundraising. Special feature articles provide helpful management and practical information for the fundraising executive. Conference reports keep readers up to date on issues and trends. Every issue includes a development section, calendar of events, club news, newsmakers, marketplace, cassettes, fundraising directory and a classified section.

Grantsmanship Center News. Los Angeles, CA: Grantsmanship Center. (Published bimonthly).

Contains advice on writing grant proposals and articles related to foundation giving. Lists sources for assistance and helpful advertising.

Grassroots Fundraising Journal. Oakland, CA: Chardon Press. (Published bi-monthly).
Articles on alternative sources of funding, book reviews and bibliographies.
Geared toward the low-budget and start-up organization.

International Journal of Nonprofit and Voluntary Sector Marketing. Birmingham, AL:
Henry Stewart Marketing. (Published quarterly).
A good source for understanding international dimensions of nongovernmental
organizations.

Journal of Gift Planning. Indianapolis, IN: National Committee on Planned Giving.
(Published quarterly).
Articles on planned giving, ranging from how to give, why to give, legalities of
giving, to who gives.

The Nonprofit Counsel. San Francisco, CA: Jossey-Bass Publishers, Inc. (Published
monthly).
This monthly newsletter written by nonprofit tax expert Bruce Hopkins will
help your organization stay on top of the most pressing nonprofit tax and legal
concerns.

Nonprofit Management and Leadership. San Francisco, CA: Jossey-Bass, Inc.
(Published quarterly).
Provides latest developments in theory and practice of nonprofit management;
includes articles, features, book reviews, research reports, and updates on
professional conferences.

The Nonprofit Quarterly. Boston, MA: Nonprofit Information Networking Association.
(Published quarterly).
This publication strives to provide nonprofit leaders a forum to exchange
innovative ideas and informational resources.

The NonProfit Times. Skillman, NJ: The Nonprofit Times. (Published monthly).
Focus of this publication is on nonprofit management and fundraising
techniques. Sections may include news/features, computer software, technology,
management and finance, commentary on current issues, and other areas of
interest. Job opportunities are also listed. Free to subscribers who meet certain
qualifications; check with the publisher.

Nonprofit and Voluntary Sector Quarterly (NSVQ). Thousand Oaks, CA: Sage
Publications, Inc. (Published quarterly).
The journal of the Association for Research on Nonprofit Organizations
and Voluntary Action (ARNOVA), this is an international, interdisciplinary
publication that reports on research and programs related to voluntarism, citizen
participation, philanthropy, and nonprofit organizations.

Nonprofit World. Madison, WI: Society for Nonprofit Organizations. (Published bimonthly).

Articles on all aspects of running an effective nonprofit organization, including fundraising, income generation, and legal advice.

Philanthropy. Washington, DC: Philanthropy Roundtable. (Six issues are published yearly).

Informative coverage of issues facing the field; discusses current issues in philanthropy.

Philanthropy Matters. Indianapolis, IN: The Center on Philanthropy at Indiana University.

A publication of the Center on Philanthropy that includes news and reports on research as well as articles of interest to nonprofit sector personnel and academicians.

Philanthropy News Digest. New York, NY: The Foundation Center. (Published weekly).

News digest with feature articles, columns and departmental news produced by the leading source of foundation information.

Successful Fund Raising. Sioux City, IA: Stevenson Consultants, Inc. (Published monthly).

A monthly report of successful fundraising ideas, strategies and management issues.

Taxwise Giving. Old Greenwich, CT: Taxwise Giving & Philanthropy Tax Institute.

Important information regarding tax issues of charitable giving. Significant in understanding donor relations.

Voluntas. New York, NY: Springer. (Published quarterly). The official journal of the International Society for Third-Sector Research. The leading international journal for research on the area between the state, the market and households. It is essential reading for all social science scholars who have an interest in public policy.

ONLINE PERIODICALS

Philanthropy Journal at www.philanthropyjournal.org. Raleigh, N.C.: A.J. Fletcher Foundation. (Updated continually). Free online news about issues to do with fundraising, technology and innovation, management and asset allocation, along with jobs, announcements, calendar and links to resources.

INDEXES

The Literature of the Nonprofit Sector (LPNS). New York, NY: The Foundation Center. (Available at: <http://lnps.fdncenter.org/search.html>). LPNS Online is a searchable database of the literature of philanthropy.

Philanthropic Studies Index. Indianapolis, IN: Joseph and Matthew Payton Philanthropic Studies Library (Available only online at <http://www.ulib.iupui.edu/special/ppsl.html>). Includes citations to periodical articles, books, dissertations, pamphlets, and other relevant materials dealing with the broad range of philanthropy.

FUNDRAISING PRACTICE – GENERAL OVERVIEWS

2005 Matching Gifts DETAILS. New York, NY: Matching Gifts Clearinghouse, 2004. This comprehensive annual directory lists more than 8,600 companies that match employee charitable gifts to: Colleges/Universities, Schools, Cultural or Art Groups and Charities.

Alexander, G. Douglass and Kristina Carlson. *Essential Principles for Fundraising Success: An Answer Manual for the Everyday Challenges of Raising Money*. San Francisco, CA: Jossey-Bass, Inc., 2005. A guide in question-and-answer format that offers answers to the most commonly asked questions posed by professional fundraisers and volunteers.

Burk, Penelope. *Thanks! A Guide to Donor-Centered Fundraising*. Burlington, Canada: Burk & Associates, Ltd., 2000. According to the author donor-centered fundraising focuses on the “fundamental interest and sensibilities of the donors.” This book covers such areas as the “how” as well as the “why” in donor requests.

Burlingame, Dwight F. and Dennis Young (Eds.). *Corporate Philanthropy at the Crossroads*. Bloomington, IN: Indiana University Press, 1996. This book takes an in depth look at corporate philanthropy and the directions it is taking. Corporate philanthropy is an ever-changing field of philanthropy and is always taking on new forms and calling for new directions. This book explores the many new issues evolving in corporate philanthropy.

Burnett, Ken. *Relationship Fundraising A Donor-Based Approach to the Business of Raising Money, Second Edition*. San Francisco, CA: Jossey-Bass, Inc., 2002. This book is a priceless resource for effective marketing and communication with donors for all groups and nonprofit organizations depending on the public support to achieve its mission. It is filled with illustrative case examples, donor profiles, and more than 200 action points.

Campbell, Bruce. *Listening to Your Donors*. San Francisco, CA: Jossey-Bass, Inc., 2000.

This book provides a step-by-step guide to listening to the needs of your donors through effective survey research.

Carlson, Mim and Cheryl Clarke. *Team-Based Fundraising Step by Step*. San Francisco, CA: Jossey-Bass, Inc., 2000.

This practical, step-by-step guide shows readers how to develop and implement a whole-organization approach by improving results through teamwork.

Ciconte, Barbara Kushner and Jeanne G. Jacob. *Fund Raising Basics: A Complete Guide*. Sudbury, MA: Jones & Bartlett Publishers, Inc., 2001.

A fundraising primer. This book will help new fund raisers learn the basics, from the vocabulary of fundraising to the nuances of major gifts.

Dove, Kent E. *Conducting a Successful Fundraising Program: A Comprehensive Guide and Resource*. San Francisco, CA: Jossey-Bass, Inc., 2001.

This book outlines a unique approach to successful fundraising and features an exhaustive resource section that includes actual organization publications, direct mail samples, model case statements, telemarketing scripts, special events checklists, and more.

Dove, Kent E., Vicky L. Martin, Kathy K. Wilson, Mary M. Bonk, and Sarah C. Beggs. *Conducting a Successful Development Services Program*. San Francisco, CA: Jossey-Bass, Inc., 2001.

This book presents the reader with an authoritative, systematic guide to planning and managing all the key aspects of successful development services programs from a master fundraiser.

Durall, Michael. *Beyond the Collection Plate: Overcoming Obstacles to Faithful Giving*. Nashville, TN: Abingdon Press, 2003.

This is a comprehensive guide to building healthy congregational attitudes and practices toward managing and spending financial resources. Written for pastors, finance committees, and others involved in the financial life of congregations.

Duronio, Margaret A. and Eugene Tempel. *Fund Raisers: Their Careers, Stories, Concerns, and Accomplishments*. San Francisco, CA: Jossey-Bass, Inc., 1996.

This book offers an overview of fundraisers--their educational and career backgrounds, their values and concerns, and the challenges and rewards they experience in their work.

Edles, L. Peter. *Fundraising Hands-On Tactics for Nonprofit Groups*. New York, NY: McGraw-Hill, 2006.

This updated edition of *Fundraising* shows how nonprofit organizations can cultivate potential donors, utilize feasibility studies, train solicitors, obtain foundation grants, cut costs, and implement high-profile campaigns.

Flanagan, Joan. *Successful Fundraising: A Complete Handbook for Volunteers and Professionals*. New York, NY: McGraw-Hill Trade, 1999.

Describes strategies, techniques and resources available for a successful fundraising campaign. Provides volunteers and professionals with proven methods for landing major donors.

Fredricks, Laura and others. *The Ask: How to Ask Anyone for Any Amount for Any Purpose*. San Francisco, CA: Jossey-Bass, Inc., 2006.

The Ask is a resource for teaching both novices and experienced fundraisers how to ask individuals, in person, for a contribution to for a local nonprofit or a special event or community project, an enhanced annual gift, a major or planned gift, or a challenging capital campaign gift.

Fundraising Standards for Annual Giving and Campaign Reports: For Not-for-Profit Organizations other than Colleges, Universities and Schools. Washington, DC: Council for the Advancement and Support of Education, 1998.

A thorough source for defining standards and definitions for reporting fundraising activity at non-educational institutions.

George, Worth. *Fearless Fundraising for Nonprofit Boards: Revised Edition*.

Washington, D.C.: BoardSource, 2003.

Written for the individual board member as well as board chairs, development committee chairs, and chief executives, *Fearless Fundraising* presents ways to motivate and empower board members so they wholeheartedly involve themselves in fundraising activities.

Giving and Volunteering in the United States. Washington, DC: INDEPENDENT SECTOR, (Published irregularly), 2003.

Report that details the motivations, patterns and satisfactions of giving and volunteering. Full assessment on the charitable habits of Americans.

Giving USA: The Annual Report of Philanthropy. New York, NY: American Association of Fund Raising Counsel, Trust for Philanthropy. (Published annually).

A statistical overview of yearly contributions. The report reviews the largest contributions of corporations, foundations, individuals and bequests. Discusses recipients of funds and current issues and trends in the uses of donations.

Grace, Kay Sprinkel. *Beyond Fundraising: New Strategies for Nonprofit Innovation and Investment, 2nd Edition*. San Francisco, CA: Jossey-Bass, Inc., 2005.

Beyond Fundraising: New Strategies for Nonprofit Innovation and Investment, Second Edition helps nonprofit leaders learn how to position their organizations in the community as constructive, vital, and successful social investments; and develop an investor relationship with donors and engage their values-based commitment capacity to make a difference in their communities.

Greenfield, James M. *Fundraising: Evaluating and Managing the Fund Development Process*. New York, NY: John Wiley & Sons, Inc., 1999.

A comprehensive guide to designing fundraising programs and a step-by-step approach to evaluating and managing. Demonstrates effective fundraising methods, measuring results against potential, designing the gift plan appropriate for an organization, and recruiting donors.

Greenfield, James. *The Nonprofit Handbook: Fund Raising*. New York, NY: John Wiley & Sons, Inc., 2001.

The Nonprofit Handbook: Fund Raising covers every aspect of the practice from preparatory, organizational and managerial issues, to both annual and major giving to specialized types of nonprofit organizations.

Hager, Mark A. (Ed.). *Exploring Measurement and Evaluation Efforts in Fundraising*.

New Directions for Philanthropic Fundraising. San Francisco, CA: Jossey-Bass, Inc., 2003.

This issue addresses a variety of issues regarding the measurement and evaluation of fundraising costs and activities.

Hartsook, Bob. *Getting your Ducks in a Row!* Wichita, KS: ASR Philanthropic Fundraising, 2001.

Getting your Ducks in a Row! addresses key campaign topics such as institutional readiness, case statements, and effective use of the board and consultants in an engaging and approachable style.

Hartsook, Bob. *Nobody Wants to Give Money Away!* Wichita, KS: ASR Philanthropic Fundraising, 2002.

Motivating and entertaining, *Nobody Wants to Give Money Away!* discusses how fundraisers can engage donors' motivations to invest in making positive changes in the lives of others.

Hartsook, Bob. *Reality Fundraising: Proven Practical Ideas for the Enlightened Fundraiser*. Wichita, KS: ASR Philanthropic Fundraising, 2005.

Features ideas, insights and lessons learned through hundreds of best practices from nonprofit professionals nationwide that comprise the Hartsook Best Practices CollectionSM.

Holden, Greg and Jill K. Finlayson. *Fundraising on eBay*. New York, NY: McGraw-Hill, 2005.

Fundraising with eBay offers strategies and hands-on advice for raising money, converting in-kind gifts to cash, and increasing awareness for charitable causes by utilizing eBay's online community of 160 million registered users. Includes examples from recognized groups including the U.S. Fund for UNICEF and the Starlight Starbright Foundation.

Joyaux, Simone P. *Strategic Fund Development: Building Profitable Relationships That Last*. Sudbury, MA: Jones & Bartlett Publishers, Inc., 2001.

A unique new relationship strategy for successful fundraising and how to implement it using specific methods. Learn to conduct strategic planning, market to donors, develop a constituency and empower volunteers to be effective fundraisers. Includes charts, case studies, and expected results to guide the way.

Kelly, Kathleen S. *Effective Fundraising*. Manwah, N.J.: Lawrence Erlbaum Associates, 1998.

This book explores the critical area of fundraising management. Fundraising management can be the key to success or the door to demise. An organization that does not understand and effectively manage their fundraising programs will soon be suffering. This work explores what it takes to run an effective fundraising program.

Kinsey, David J., J, Russell Raker, III and Lilya Wagner (Eds.). *Capacity Building for Nonprofits*. New Directions for Philanthropic Fundraising. Vol. 40. San Francisco, CA: Jossey-Bass, Inc., 2003.

This volume provides a foundation for understanding how capacity-building expectations and practices are fulfilled by organizations.

Klein, Kim. *Fundraising for Social Change, 5th Edition, Revised & Expanded*. San Francisco, CA: Jossey-Bass, Inc., 2006.

Written specifically for low-budget (less than \$500,000) organizations, this book offers practical information on various strategies used by successful small organizations. Discusses mail and phone fundraising, campaigns, special events and overall management. Updated to include new technology—e-mail, online giving, and blogs.

Klein, Kimberly. *Fundraising for the Long Haul*. Oakland, CA: Chardon Press, 2000.

This book helps readers assess the health of their nonprofit organization, and take the necessary steps to create a more dynamic, effective, and sustainable fundraising program.

Klein, Kim. *Fundraising in Times of Crisis*. Oakland, CA: Chardon Press, 2003.

Fundraising in Times of Crisis shows troubled organizations how to identify what is really going on and how to assess the damage. Checklists, tips, action steps and a wealth of examples walk organizations through the process of self-assessment and map out a road to recovery.

Klein, Kimberly, and Stephanie Roth (Eds.). *Raise More Money: The Best of the Grassroots Fundraising Journal*. San Francisco, CA: Jossey-Bass, Inc., 2001.

A collection of the best articles from the past 20 years of the *Grassroots Fundraising Journal* offering nonprofit organizations a wealth of tips, strategies, and guidance on how to raise money.

- Levy, Barbara R., and R.L. Cherry (Eds.). *The NSFRE Fundraising Dictionary: NSFRE/Wiley Fund Development Series*. New York, NY: John Wiley & Sons, Inc., 1996. The only complete reference of its kind, this dictionary offers instant access to nearly 1,400 essential fundraising and not-for-profit terms. It is fully cross-referenced and includes terms used by fundraising professionals throughout the English-speaking world. This book provides fundraisers, not-for-profit executives, board members, and consultants from diverse backgrounds with a standardized, shared vocabulary.
- Light, Paul C. *Sustaining Innovation: Creating Nonprofit and Government Organizations That Innovate Naturally*. San Francisco, CA: Jossey-Bass, Inc., 1998. Written from a human resources perspective this book shows innovative ways to allowing creativity to enhance the mission of the nonprofit and uses examples based on 26 programs in Minneapolis and surrounding areas of Minnesota.
- Lysakowski, Linda. *Nonprofit Essentials: The Development Plan (AFP Fund Development Series)*. New York, NY: John Wiley & Sons, Inc., 2007. *Nonprofit Essentials: The Development Plan* looks at the various roles of a nonprofits development staff, CEO, board, volunteers, and consultants in creating an integrated development plan with realistic budgets, timelines and areas of responsibility.
- Martin, Patricia. *Made Possible By: Succeeding with Sponsorship*. San Francisco, CA: Jossey-Bass, Inc., 2003. *Made Possible By* is a step-by-step guide to securing successful, sustainable corporate sponsorships that will provide financial stability, increased visibility, and help your nonprofit achieve its mission.
- McKinnon, Harvey. *Hidden Gold: How Monthly Giving Will Build Donor Loyalty, Boost Your Organization's Income, and Increase Financial Stability*. Chicago, IL: Bonus Books, Inc., 1999. Sage advice on the topic of monthly giving programs for the nonprofit organization; how to get one started, and why an organization should have such a plan. For the organization that already has such a plan in effect, new insights and advice is given.
- Newman, Diana S. *Nonprofit Essentials: Endowment Building*. New York, NY: John Wiley & Sons, Inc., 2005. This book outlines a step-by-step process for developing and implementing an endowment program. In practical, down-to-earth terms, it covers making the case for endowments, raising funds, investing the money, marketing, and much more.
- Nichols, Judith E. *Transforming Fundraising: A Practical Guide to Evaluating and Strengthening Fundraising to Grow With Change*. San Francisco, CA: Jossey-Bass, Inc., 1999. This book introduces the Development Assessment Process, an innovative formula that combines traditional evaluation practices with a method for appraising philanthropic and demographic trends.

Novom, Martin. *The Fundraising Feasibility Study: It's Not About the Money (AFP Fund Development Series)*. San Francisco, CA: Jossey-Bass, Inc., 2007.

The Fundraising Feasibility Study: It's Not About the Money addresses how to determine an organization's fundraising potential, test the reality of a project's contributed income requirements, and make plans within the context of rational financial goals.

Outcalt, Todd. *Ready-to-Go Fundraisers: 50 Ways to Fund Your Ministry*. Nashville, TN: Abingdon Press, 2007.

Activity and event plans for youth ministry fundraising activities.

PricewaterhouseCoopers, LLP, Michael B. Kennedy, Evelyn M. Capassakis, and Richard S. Wagman. *Guide to Charitable Giving*. New York, NY: John Wiley & Sons, 2002.

This indispensable guide addresses the many tax aspects of charitable giving. It explores charitable giving alternatives, focusing on current gifts, deferred or planned gifts, and gifts of income, annuities, and charitable bequests. It also covers the advantages/disadvantages of each type of gift, as well as funding alternatives and assets that may be utilized.

Rich, Patricia and Dana Hines. *Membership Development: An Action Plan for Results*. Sudbury, MA: Jones & Bartlett Publishers, Inc., 2002.

This book is written for membership staff, boards, and executives with specific information on how to build an effective working board. Topics covered include planning, membership and fundraising, getting and keeping members, volunteers, and the internet. The book includes worksheets, budgets, and helpful case studies, plus software information.

Robinson, Andy. *Selling Social Change (Without Selling Out): Earned Income Strategies for Nonprofits*. San Francisco, CA: Jossey-Bass, Inc., 2002.

Selling Social Change (Without Selling Out) addresses how to initiate and sustain successful earned income ventures that provide financial security and advance an organization's mission. Steps include how to organize a team, select a venture, draft a business plan, find start-up funding, successfully market goods and services, and consider task implications of earned income.

Robinson, Ellis M. M., and Kim Klein (Ed.). *The Nonprofit Membership Toolkit*. San Francisco, CA: Jossey-Bass, Inc., 2003.

Written for both new and well-established organizations, this book is grounded in proven marketing techniques. Step by step on how to create, manage, and sustain a dynamic membership program that will help a social change organization thrive.

Rosso, Henry A. & Associates, Eugene R. Tempel (Ed.). *Achieving Excellence in Fund Raising*, 2nd Ed. San Francisco, CA: Jossey-Bass, Inc., 2003.

Hank Rosso's classic book, in a thoroughly revised and updated second edition, explains the fundraising profession's major principles, concepts, and techniques. Contributors stress the practice of fundraising as, in Rosso's words, "The gentle art of teaching the joy of giving."

Rosso, Henry A. *Rosso on Fund Raising: Lessons from a Master's Lifetime Experience*. San Francisco, CA: Jossey-Bass, Inc., 1996.

Learn from a Master. This book explores the lessons learned from the life experience of Henry Rosso, a Master. This book provides valuable insight and knowledge that only a lifetime of experience can provide.

Roth, Stephanie and Mimi Ho. *The Accidental Fundraiser: A Step-by-Step Guide to Raising Money for Your Cause*. Oakland, CA: Chardon Press, 2005.

A how-to resource that guides nonprofits through the process of raising money from their communities. The book focuses on fundraising strategies that are easy to carry out and don't require significant funds, large numbers of people, or extensive knowledge of fundraising.

Sargeant, Adrian, and Elaine Jay. *Building Donor Loyalty: The Fundraiser's Guide to Increasing Lifetime Value*. San Francisco, CA: Jossey-Bass, Inc., 2004.

Building Donor Loyalty is a hands-on guide written for professional fundraisers that outlines the factors that drive donor retention, explains how to keep donors committed to an organization, and offers suggestions for developing donor value over time.

Sargeant, Adrian, and Elaine Jay. *Fundraising Management: Analysis, Planning, and Practice*. New York, NY: Routledge, 2004.

This text is the first truly comprehensive guide to fundraising management, uniquely blending current academic knowledge with the best of professional practice.

Schaff, Terry. *The Fundraising Planner: A Working Model for Raising the Dollars You Need*. San Francisco, CA: Jossey-Bass, Inc., 1999.

This book is a perfect blueprint for nonprofit organizations to use in building a fundraising campaign.

Schumacher, Edward C. *Building Your Endowment*. New York, NY: John Wiley & Sons, Inc., 2003.

As nonprofits work to establish financial stability many have found that one of the key elements is to create an endowment. This workbook will guide the staff and volunteers of nonprofits to an understanding of how to establish an endowment, and how to put into practice the program they build.

Seiler, Timothy L. (Ed.). *Developing Your Case for Support: Excellence in Fund Raising Workbook Series. The Fund Raising School at the Center on Philanthropy at Indiana University*. San Francisco, CA: Jossey-Bass, Inc., 2001.

This handy workbook features step-by-step methodology for gathering, organizing, and using the information essential for developing a compelling case statement.

Seiler, Timothy L. (Ed.). *Understanding and Improving the Language of Fundraising. New Directions for Philanthropic Fundraising. Vol. 22*. San Francisco, CA: Jossey-Bass, Inc., 1998.

In this issue the authors discuss how written language can and does affect fundraising. Some topics are content analysis of fundraising letters, conceptual metaphors and discourse of philanthropy, advice on the language used in grant proposals, both in English and Spanish, and much more.

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

Learn how to plan and implement a solid strategy for securing financial support for your organization. Included in this guide is how to lay the groundwork by defining vision, mission, making your organization legal, building your board of directors, planning your programs and developing your budget.

Tempel, Eugene R. (Ed.). *Understanding Donor Dynamics: The Organizational Side of Charitable Giving. New Directions for Philanthropic Fundraising. Vol. 32*. San Francisco, CA: Jossey-Bass, Inc., 2002

This issue serves as a complement to *Understanding the Needs of Donors: The Supply Side of Charitable Giving*, New Directions for Philanthropic Fundraising Vol. 29 and explores the approaches of organizations.

Transformed Giving Campaign Handbook: Realizing Your Church's Full Stewardship Potential. Nashville, TN: Abingdon Press, 2006.

Transformed Giving is a stewardship campaign emphasizing increased giving as a response to deepening faith.

Wagner, Lilya. *Careers in Fundraising*. San Francisco, CA: Jossey-Bass, Inc., 2001.

This comprehensive book provides expert guidance on professional opportunities in the field of fundraising, including topics on professional development, on-the-job issues, and the significance of fundraising as a career for the student, as well as a refresher for the professional. With an overview of the nonprofit sector it provides needed background, along with sidebars from professional fundraisers.

Wagner, Lilya. *Transformational Leadership for Fundraisers*. San Francisco, CA: Jossey-Bass, Inc., 2005.

Recognizing that all fundraisers must be leaders, *Leading Up* teaches professionals the skills and traits they need to be successful in their philanthropic roles.

Wagner, Lilya, and Patrick Ryan, (Eds.). *Fundraising as a Profession: Advancements and Challenges in the Field*. New Direction for Philanthropic Fundraising, No. 43. San Francisco, CA: Jossey-Bass, Inc., 2004.

Examines progress being made in achieving professionalism in the fund-raising field. Presents current analysis on training, compensation, accountability, diversity and gender differences, and organizational team-building.

Wagner, Lilya and Timothy L. Seiler. *Reprising Timeless Topics*. New Directions for Philanthropic Fundraising, No. 47. San Francisco, CA: Jossey-Bass, Inc., 2005.

Topics discussed include the motivation behind major donors, new roles of volunteers in development, teambuilding with trustees and staff, public and private personas of philanthropy, philanthropic fundraising and claims of accountability, campaigns as organizational transformation, inclusiveness in nonprofits, and more.

Warner, Irving R. *The Art of Fund Raising*. Lincoln, NE: iUniverse, Incorporated, 2001.

Shows successful techniques for raising money; with case histories that demonstrate how to form a committee, get the most out of an organization's members, recruit the ideal chairman, set goals, and estimate costs.

Warwick, Mal. *Five Strategies for Fundraising Success: A Mission-Based Guide to Achieving Your Goals*. San Francisco, CA: Jossey-Bass, Inc., 1999.

This book introduces an entirely new and revolutionary approach to fundraising strategy and planning. It shows nonprofit organizations how to set fundraising goals based on mission and how to select, implement, and stay with the right strategies to meet these goals.

Warwick, Mal, and Stephen Hitchcock. *Ten Steps to Fundraising Success: Choosing the Right Strategy for Your Organization*. San Francisco, CA: Jossey-Bass, Inc., 2001.

A hands-on workbook to guide the reader through a revolutionary approach to mission-based strategic planning. Includes CD-ROM, which has built-in scoring systems to help map your results, and allows you recycle the workbook for each new round of planning.

Weisman, Carol, (Ed.). *The Secrets of Successful Fundraising*. St. Louis, MO: F.E. Robbins & Sons Press, 2000.

Written by nineteen professionals from the fundraising field. Each contributor adds a different strength to this book, and therefore gives a broad source of information for the numerous different areas of fundraising.

Weinstein, Stanley. *The Complete Guide to Fundraising Management*. 2nd Edition. New York, NY: John Wiley & Sons, Inc., 2002.

Moving beyond theory this book addresses the day-to-day problems faced in organizations, and offers hands-on advice and practical solutions.

FUNDRAISING PRACTICE – SPECIFIC APPLICATIONS

ANNUAL FUND

Burdenski, Robert A. *Innovations in Annual Giving: 10 Departures That Worked*. Washington, DC: Council for the Advancement and Support of Education, 2003. Insight into the success of 10 annual giving programs that promoted ongoing institutional affinity, inspired a first gift, built donor loyalty, grew donor value, and identified major gift prospects.

CASE Management and Reporting Standards: Standards for Annual Giving and Campaigns in Educational Fund Raising. Third Edition. Washington, DC: Council for the Advancement and Support of Education, 2004. In detail, learn how to account for fundraising gifts. This revised bestseller can validate what you know, prevent errors in reporting and keep you and your valued donors from running into trouble with the IRS.

Dove, Kent E., Jeffrey A. Lindauer, and Carolyn P. Madvig. *Conducting a Successful Annual Giving Program*. San Francisco, CA: Jossey-Bass, Inc., 2001. This book takes you step-by-step through all the basic components of an annual giving program; telemarketing, direct mail, special events, personal solicitation, and matching gifts.

Fundraising Standards for Annual Giving and Campaign Reports: For Not-for-Profit Organizations other than Colleges, Universities and School. Washington, DC: Council for the Advancement and Support of Education, 1998. A thorough source for defining standards and definitions for reporting fundraising activity at non-educational institutions.

Greenfield, James M. *Fundraising Fundamentals: A Guide to Annual Giving for Professionals and Volunteers, 2nd Edition*. New York, NY: John Wiley & Sons, Inc., 2002. Describes in detail how to manage a comprehensive annual giving program for maximum success.

Schroeder, Fritz. *Annual Giving: A Practical Approach*. Washington, DC: Council for the Advancement and Support of Education, 2000. Down to earth advice on the subject of annual giving.

Williams, Karla. *Donor Focused Strategies for Annual Giving*. Sudbury, MA: Jones & Bartlett Publishers, Inc., 1997. This work provides insight into the varying donor focused strategies that can benefit the annual fund. It is comprehensive, easy to understand, and effective.

CAPITAL CAMPAIGNS

Bancel, Marilyn. *Preparing Your Capital Campaign*. The Fund Raising School at the Center on Philanthropy at Indiana University. San Francisco, CA: Jossey-Bass, Inc., 2000.

This book breaks down the preparation stage into practical, manageable parts, outlining in straightforward language such essential as creating a campaign timetable, setting up the campaign committee, determining a campaign goal, and getting the whole organization ready for a fundraising drive.

Dove, Kent E. *Conducting a Successful Capital Campaign, Second Edition*. San Francisco, CA: Jossey-Bass, Inc., 2000.

A comprehensive, systematic guide to capital campaigns, identifying the key principles for success. Focuses on the fundamental issues and challenges that must be met if a capital campaign is to achieve its goals. The author offers winning formulas and strategies for streamlining the fundraising process and maximizing results. Assesses readiness to campaign, human elements, the case statement, major gift strategy, and operational aspects of the campaign. Includes sample case statements and a plan of action. Future trends are explored.

Kihlstedt, Andrea. *Capital Campaigns: Strategies That Work, Second Edition*. Sudbury, MA: Jones & Bartlett Publishers, Inc., 2002

This is an authoritative work on developing plans, strategies and tactics that will work to raise funds for capital projects. Step-by-step instructions guide the inexperienced and smooth the way for anyone planning this major fundraising activity. In addition, valuable trouble-shooting advice will help you avoid the pitfalls of planning and executing a capital campaign.

Reeves, Michael. *Extraordinary Money! Understanding the Church Capital Campaign*. Nashville, TN: Discipleship Resources, 2002.

Extraordinary Money! helps church leaders examine the issues involved in developing and carrying out a successful capital fundraising campaign.

Schumacher, Edward C. *Capital Campaigns: Constructing a Successful Fundraising Drive*. Washington, DC: BoardSource, 2001.

Help plan a campaign that will do more than produce income. Learn how to bring focus to your fundraising efforts, generate higher visibility in your community, mobilize you volunteer leadership, and boost the morale of everyone involved.

Walker, Julia Ingraham. *Nonprofit Essentials: The Capital Campaign*. New York, NY: John Wiley & Sons, Inc., 2004.

A guide to the key components shared by all campaigns, including solutions to common stumbling blocks and the use of electronic media.

Weinstein, Stanley. *Capital Campaigns from the Ground Up: How Nonprofits Can Have the Building of Their Dreams*. New York, NY: John Wiley & Sons, Inc., 2003.

Weinstein gives decision-makers the guidance they need to accomplish one of the most important steps in the growth of an organization: the campaign for funding and completing a significant building project. This book lays out a detailed road map for successfully managing all aspects of project realization. Moving easily from preparation to design to fundraising, *Capital Campaigns from the Ground Up* presents a comprehensive approach to coordinating these efforts.

CORPORATE FUNDRAISING

Burke, Edmund. *Corporate Community Relations: The Principle of the Neighbor of Choice*. Westport, CT: Quorum Books, U.S. (Greenwood Publishing Group, Inc.), 1999.

An excellent selection of scenarios from a variety of industries complements the text, highlighting the impact and importance of emerging partnerships between business and community.

Korngold, Alice. *Leveraging Good Will: Strengthening Nonprofits by Engaging Businesses*. San Francisco, CA: Jossey-Bass, Inc., 2005.

Leveraging Good Will addresses how nonprofit organizations can access the resources of businesses, and how for-profits can benefit from partnering with nonprofits.

Muirhead, Susan A. *Corporate Contributions: The View From 50 Years*. New York, NY: The Conference Board, Inc., 1999.

Today, corporate contributions are taken for granted as an integral part of the identity of the modern American corporation, but it was not always so. Fifty years ago the Conference Board established the Contributions Council, comprised of a peer network of contributions executives from leading Conference Board member companies. This study shares how the contributions function came to be what it is, with insight into how the past may affect the course of the Contributions Council and the course it may follow in the new era of global business.

Weeden, Curt. *Corporate Social Investing: New Strategies for Giving and Getting Corporate Contributions*. San Francisco, CA: Berrett Koehler Publishers, 1998.

Weeden unveils a 10-step "corporate social investing" plan which not only promises to improve a company's bottom line but should lead to an increase of \$3 billion or more a year in business support for schools, healthcare institutions, civic groups, and other nonprofit organizations.

DIRECT MAIL

Johnston, Michael (Ed.). *Direct Response Fund Raising*. New York, NY: John Wiley & Sons, Inc., 2000.

A comprehensive look at how to use increasingly powerful databases, linking them to direct mail and other fundraising programs, using video and the Internet to achieve improved success in fundraising. CD-ROM included with checklists to help organizations implement ideas, as well as thirty direct-response packages that are searchable by theme, type, and subject matter.

Lewis, Herschell Gordon. *How to Write Powerful Fund Raising Letters*. Chicago, IL: Precept Press, 1998.

Advice on how to change lifeless campaign letters into sharp, attention-getters that will increase percent of response. Discusses how to test letters in the marketplace. Includes over fifty sample letters.

Lister, Gwyneth J. *Building Your Direct Mail Program: Excellence in Fund Raising Workbook Series*. The Fund Raising School at the Center on Philanthropy at Indiana University. San Francisco, CA: Jossey-Bass, Inc., 2001.

This workbook provides the nonprofit reader with the tools to make your direct mail program as effective as possible, along with advice on how to evaluate the program.

Warwick, Mal. *Testing, Testing, 1,2,3 Raise More Money with Direct Mail Tests*. San Francisco, CA: Jossey-Bass, Inc., 2003.

Whether prospecting for new donors or re-soliciting current or lapsed contributors, you will find the guidance that can be adapted to fit your organization's unique needs. Warwick shows step by step how to design an effective test, interpret the results, and incorporate lessons learned into future mailings.

Warwick, Mal. *How to Write Successful Fundraising Letters*. San Francisco, CA: Jossey-Bass, Inc., 2001.

This book provides insight into the effective techniques for writing successful fundraising letters. The work is very comprehensive and is important to all fundraising programs.

Warwick, Mal. *Revolution in the Mailbox: Your Guide to Successful Direct Mail Fundraising*. San Francisco, CA: Jossey-Bass, Inc., 2004.

This updated edition has been revised to provide your NPO with the most current and comprehensive survey of direct mail fundraising available anywhere. If you follow Warwick's practical advice, direct mail will help your organization grow, gain visibility, involve your donors, increase its efficiency, and achieve financial stability.

GRANT PROPOSALS

Bauer, David G. *The "How To" Grants Manual: Successful Grantseeking Techniques for Obtaining Public and Private Grants, Fifth Edition*. Phoenix, AZ.: Oryx Press, 2003.

Designed to give increased insight into the competitive grants marketplace. Contains systematic approaches to organizing proposal efforts and tips on projecting a professional image to funding sources.

Bauer, David G. *How To Evaluate and Improve Your Grants Effort, Second Edition*. Phoenix, AZ.: Oryx Press, 2001.

The author feels that many organizations do not allocate enough resources in the process of seeking funds, and addresses this issue by offering a system that will help in the process of obtaining and processing funds. He shares information on how to contact funding sources and in the presentation of submitting proposals to those potential funders.

Brown, Larissa Golden, and Martin John Brown. *Demystifying Grant Seeking*. San Francisco, CA: Jossey-Bass, Inc., 2001.

This book is written for all levels of fundraisers, from the novice to the professional. The reader is guided with step-by-step, practical and relevant instructions on how to create a "winning proposal."

Carlson, Mim, The Alliance for Nonprofit Management. *Winning Grants Step by Step, 2nd Edition*. New York, NY: John Wiley & Sons, Inc., 2002.

The author explains how to write a proposal from start to finish and includes a companion CD-ROM. It includes information on how to build a relationship with the funder, and much more.

Clarke, Cheryl A. and Susan P. Fox. *Grant Proposal Makeover: Transform Your Request from No to Yes*. San Francisco, CA: Jossey-Bass, Inc., 2006.

Grant Proposal Makeover illustrates common flaws and problems in proposals and shows how to fix them. It also includes tips and quotations from foundation program officers and funding community insiders taken from an international survey of foundation professionals.

Ferguson, Jacqueline. *The Grantseeker's Guide to Project Evaluation, Second Edition*. Sudbury, MA: Jones & Bartlett Publishers, Inc., 2001.

Step-by-step strategies for evaluating grant-funded projects, along with instructions, examples, and statistical formulas to help collect and analyze evaluation information. Includes sampling methods, how to write an evaluation report, and much more.

Glass, Sandra A. (Ed.). *The Changing World of Foundation Fundraising: New Challenges and Opportunities*. New Directions for Philanthropic Fundraising. Vol. 23. San Francisco, CA: Jossey-Bass, Inc., 1999.

In this issue the author's discuss the new challenges and opportunities of the nonprofit world.

Glass, Sandra A. *Approaching Foundations: Suggestions and Insights for Fundraisers*. New Directions for Philanthropic Fundraising. Vol. 28. San Francisco, CA: Jossey-Bass, Inc., 2000.

Suggestions and insights for fundraisers when considering writing proposals to foundations.

Guyer, Mark. *A Concise Guide to Getting Grants for Nonprofit Organizations*.

Hauppauge, NY: Nova Science Publishers, Incorporated, 2002.

A practical guide to the do's and don'ts of writing successful grants. Includes useful Internet sites for grant seekers, and much more. The author has drawn from his more than fifteen years of professional grant writing.

New, Cheryl Carter, James Aaron Quick. *How to Write a Grant Proposal*. New York, NY: John Wiley & Sons, Inc. 2003.

The process of grantwriting has a foundation that starts with good research, addressing a problem that both the grantwriter and the funder are interested in solving. It continues with appropriate writing that will make a difference in whether or not the funders address the request. This book has a companion CD-Rom that contains guidesheets and template that can be easily downloaded, customized, and printed.

Orosz, Joel J. *The Insider's Guide to Grantmaking: How Foundations Find, Fund, and Manage Effective Programs*. San Francisco, CA: Jossey-Bass, Inc., 2000.

Written for program officers and of considerable value to grantseekers, this book is a guide to making foundation grants and developing essential skills for effective and ethical grantmaking.

Quick, James Aaron. *Grant Winner's Toolkit: Project Management and Evaluation*. New York, NY: John Wiley & Sons, Inc., 2000.

Covering the key topics to secure future grants, this book helps nonprofits make sure that they have responded to the priorities of the grant maker, those they serve, and their organization and its mission.

Quick, James Aaron, and Cheryl Carter New. *Grantseeker's Budget Toolkit*. New York, NY: John Wiley & Sons, Inc., 2001.

Step-by-step guidance, insider tips, and all the tools you need to create budgets and financial plans that win grants.

Robinson, Andy. *Grassroots Grants: An Activist's Guide to Grantseeking, 2nd Edition*. San Francisco, CA: Jossey-Bass, Inc., 2004.

Discusses incorporating grants into a complete fundraising program, using grant proposals as organizing plans, designing fundable projects, building proposals piece by piece, and fostering effective communication with funders who support the activist community.

Scanlan, Joanne B., and Eugene R. Wilson (Eds.). *Improving and Strengthening Grant-making Organizations*. New Directions for Philanthropic Fundraising. Vol. 45, San Francisco, CA: Jossey-Bass, Inc., 2005.

This volume gives an historic overview of grant-making and grant-seeking; views of governance and how mission can be attained through talented grantsmanship; an examination of the principles and practices for effective grantmaking; and the benefits of self-evaluation as a way to increase transparency, accessibility, and accountability.

Schladweiler, Kief. *Foundation Fundamentals: A Guide for Grantseekers 7th Edition*. New York, NY: The Foundation Center, 2004.

Gain valuable grantseeking skills and explore the leading resources for your funding research.

MAJOR GIFTS

Dove, Kent E., Alan M. Spears, Thomas W. Herbert. *Conducting a Successful Major Gifts & Planned Giving Program*. San Francisco, CA: Jossey-Bass, Inc., 2002. This is the fifth volume in the Dove on Fundraising Series. This valuable resource will give you the information necessary to plan successful major gift and planned giving programs. The authors clearly define the law as it pertains to planned giving. The book also includes a resource section that contains samples of real-world examples.

Fredricks, Laura. *Developing Major Gifts: Turning Small Donors into Big Contributors*. Sudbury, MA: Jones & Bartlett Publishing, Inc., 2003. Every fundraising organization will be able to use this guide in how to make major gifts a successful reality. Step-by-step instructions for every size of organization.

Hart, Ted and James M. Greenfield, Pamela M. Gignac, Christopher Carnie. *Major Donors: Finding Big Gifts in Your Database and Online*. San Francisco, CA: Jossey-Bass, Inc., 2006. *Major Donors: Finding Big Gifts in Your Database and Online* supplies strategies for navigating the ever-changing world of fundraising on the Internet. Includes cross-cultural tips about conducting cultivation and solicitation in various countries.

Irwin-Wells, Suzanne. *Planning and Implementing Your Major Gifts Campaign*. Excellence in Fund Raising Workbook Series. The Fund Raising School at the Center on Philanthropy at Indiana University. San Francisco, CA: Jossey-Bass, Inc., 2001. This invaluable aid for fundraisers will demystify the process of designing and implementing a major gifts program. It gives step-by-step information on how to identify prospects, identify and train volunteers, and boost solicitor confidence through role-playing, script planning, and rehearsals. Includes many forms, letter templates, how-to worksheets, and much more.

McKinnon, Harvey, *How Today's Rich Give: What You Need to Know to Raise a Lot More Money from Wealthy Donors*. San Francisco, CA: Jossey-Bass, Inc., 2003. Practical ideas on how to identify and approach the new millionaires, how to speak their language, and what challenges fundraisers may encounter in approaching them. An accompanying slide presentation helps listeners apply these insights within their own development programs, offering fundraisers both new insights about their existing donor bases and solid, tested methods for expanding their prospecting to promising new arenas

Tempel, Eugene R., and Dwight F. Burlingame (Eds.). *Understanding the Needs of Donors: The Supply Side of Charitable Giving*. New Directions for Philanthropic Fundraising. Vol. 29. San Francisco, CA: Jossey-Bass, Inc., 2001.

The contributors cover such areas as the motivations behind giving, how to motivate donors, the financial and psychological determinants of donor's capacity, with insights into the supply-side aspects/demand-side of giving.

Walker, Julia Ingraham. *Nonprofit Essentials: Major Gifts (AFP Fund Development Series)*. San Francisco, CA: Jossey-Bass, Inc., 2006.

Nonprofit Essentials: Major Gifts takes the reader from the early stages of establishing a program through the core elements of all major gift programs: identifying and rating prospects; preparing the case; training volunteers; cultivating donors; making the ask; and providing recognition and stewardship for the gift.

PLANNED GIVING

Barrett, Richard, and Molly E. Ware. *Planned Giving Essentials: A Step by Step Guide to Success*. Gaithersburg, MD: Aspen Publishers, Inc., 2001.

This book provides a step-by-step walk through of the planned giving program. The essentials for success are explored and the necessary components to make it all work are revealed.

Chavers, Gordon D. *The Role of the Planned Giving Professional: Serving Nonprofit Organizations and Their Donors*. New Directions for Philanthropic Fundraising. Vol. 30. San Francisco, CA: Jossey-Bass, Inc., 2001.

In this issue the authors discuss areas that are pertinent to the planned giving professional.

Dove, Kent E., Alan M. Spears, Thomas W. Herbert. *Conducting a Successful Major Gifts & Planned Giving Program*. San Francisco, CA: Jossey-Bass, Inc., 2002.

This is the fifth volume in the Dove on Fundraising Series. This valuable resource will give you the information necessary to plan successful major gift and planned giving programs. The authors clearly define the law as it pertains to planned giving. The book also includes a resource section that contains samples of real-world examples.

Hoyt, Christopher R. *Transfers from Retirement Plans to Charities and Charitable Remainder Trusts*. Charlottesville, VA: University of Virginia Tax Review, 1989.

Examines the advantages and potential hazards of charitable gifts from donors' retirement plans and IRA accounts. Demonstrates the significant wealth accumulated in these accounts, the tax advantages of such gifts, the technical rules that must be met and the legal reforms needed.

Jordan, Ron, and Katelyn Quynn. *Planned Giving for Small Nonprofits*. New York, NY: John Wiley & Sons, Inc., 2002.

Directors and managers of small nonprofits are guided in a step-by-step process to an understanding in establishing a planned-giving program. Seven central aspects for managing a planned-giving program are outlined from the standpoint of the smaller nonprofit with limited resources.

Jordan, Ronald R., Katelyn L. Quynn, and Carolyn M. Osteen. *Planned Giving: Management, Marketing, and the Law, Third Edition*. New York, NY: John Wiley & Sons, Inc., 2003.

This book examines all aspects of successful planned giving programs, from marketing and fundraising to management and legal administration. It covers the technical aspects of planned giving and also advises the reader on strategies for solicitation and related subject. A companion disk is included that offers over 300 sample forms, documents, checklists, and marketing campaigns.

Jordan, Ronald R. *Planned Giving: Management, Marketing, and Law, 2007 Cumulative Supplement, 3rd Edition*. San Francisco, CA: Jossey-Bass, Inc., 2006.

This 2007 Cumulative Supplement contains four new chapters: Leadership and Management for a Development Team (Chapter 8A); Fundraising Etiquette: Do's and Don'ts for Successful Business and Social Interactions with Donors and Prospects (Chapter 13B); Combating Donor Fatigue and Overcoming Organizational Complacency (Chapter 17B); and Raising the Bar: Increasing Endowed Fund Minimums (Chapter 27A)

Sharpe, Sr., Robert. *Planned Giving Simplified: The Gift, The Giver, and the Gift Planner*. Alexandria, VA: Association of Fundraising Professionals (AFP), 1999.

This resource is a down-to-earth introduction to the complex world of planned giving. This book shows how to understand the process and all the interesting facets that accompany planned giving.

Toce, Joseph P. Jr., Byrle M. Abbin, William M. Pace, and Mark L. Vorsatz. *Tax Economics of Charitable Giving 2005/2006*. Boston, MA: Warren, Gorham & Lamont, 2005.

Technically complete yet written for the lay person as well as the expert advisor to donors, charitable organizations and fundraisers. The book is full of the practical guidance needed to take advantage of both present and future tax-saving opportunities. (Online version also available.)

White, Douglas E. *The Art of Planned Giving: Understanding Donors and the Culture of Giving*. New York, NY: John Wiley & Sons, Inc., 1998.

Planned giving is a vital yet often complicated segment of fundraising and charitable giving. It can include gifts of cash, stocks, insurance, art and antiques, real estate, gift annuities, and trusts. But there's more to planned giving than calculating the tax deductions and payouts. This book addresses the human side of planned giving rather than the tax and management subjects explored in other books. It helps readers answer questions like, "How do you walk into a potential donor's office and ask for \$1 million?"

PROSPECT RESEARCH

Bergan, Helen. *Where the Money is: Advancement Research for Nonprofit Organizations*. Arlington, VA: BioGuide Press, 2002.

An interesting, easy-to-read guide to prospect and donor research. Tells how to locate and research wealthy individuals, determine a person's financial net worth, research corporations and executives, use computers for research, use over 200 references, use networking for political fundraising, and ask for and get large contributions.

Bibliography: A Guide to Development Research Resources 2004. Minneapolis, MN: Bentz, Whaley, Flessner, 2004.

Bentz, Whaley, Flessner, a professional prospecting firm, and shares their prospect resources with fundraising practitioners. This bibliography provides an exhaustive list of publications with information on individuals, foundations, and businesses, which may be major donor prospects.

Hogan, Cecilia and David Lamb. *Prospect Research: A Primer for Growing Nonprofits*. Sudbury, MA: Jones & Bartlett Publishers, Inc., 2003.

While this book is directed towards prospect research for major gifts, the material in this newly published book can be used by all seeking to develop their donor base. It includes sample forms, analytical techniques, tracking procedures and more.

SPECIAL EVENTS

Armstrong, James S. *Planning Special Events*. San Francisco, CA: Jossey-Bass, Inc., 2001.

A step-by-step guide through the four-phase process of managing fundraising events. It will show how to produce events that will raise money effectively, while attracting attention to the cause that is being promoted.

Devney, Darcy C. *Organizing Special Events and Conferences: A Practical Guide for Busy Volunteers and Staff*. Sarasota, FL: Pineapple Press, 2001.

This guide to special events contains step-by-step instructions, checklists, schedules, and lists of organizations, addresses, and publications. Hints and anecdotes from professionals and volunteers working at all types of organizations supplement the author's work.

Freedman, Harry A. and Karen F. Smith. *Business of Special Events: Fundraising Strategies for Changing Times*. Sarasota, FL: Pineapple Press, 1998.

Takes a businesslike approach to events. Practical, experiential advice that includes worksheets, checklists, samples, examples, and anecdotes.

Freedman, Harry A. and Karen Feldman. *Black Tie Optional: A Complete Special Events Resource for Nonprofit Organizations*. San Francisco, CA: Jossey-Bass, Inc., 2007.

Black Tie Optional is a complete guide to planning and managing high-profile special events. The revised and expanded Second Edition shows how to select the best location and date for an event, how to reach and book celebrities, choose menus, create invitations, get publicity, and more.

Levy, Barbara R. and Barbara Marion. *Successful Special Events: Planning, Hosting, and Evaluating*. Gaithersburg, MD: Aspen Publishers, Inc., 1997.

Successful Special Events: Planning, Hosting and Evaluating provides the guidance necessary to efficiently plan, implement and evaluate an event. You'll discover how to establish your primary goal, the importance of market identification, special event opportunity ratings, and the barriers to planning.

SMALL SHOPS

Festen, Marcia and Marianne Philbin. *Level Best: How Small and Grassroots Nonprofits Can Tackle Evaluation and Talk Results*. San Francisco, CA: Jossey-Bass, Inc., 2006.

Level Best offers guidance that demystifies evaluation and takes into account the unique challenges and realities of grassroots nonprofit organizations. It provides a new framework for thinking about evaluation and tools for measuring and sharing results in ways that are practical, efficient, and meaningful.

Hodiak, Diane L. and Michael J. Henley. *Fundraising and Marketing in the One-Person Shop: Achieving Success with Limited Resources*. Minneapolis, MN: Development Resource Center, 2002.

Written to show how the small nonprofit can raise money on a shoestring budget.

Jordan, Ron and Katelyn Quynn. *Planned Giving for Small Nonprofits*. New York, NY: John Wiley & Sons, Inc., 2002.

Directors and managers of small nonprofits are guided in a step-by-step process to an understanding in establishing a planned-giving program. Seven central aspects for managing a planned-giving program are outlined from the standpoint of the smaller nonprofit with limited resources.

Kinzey, Ruth Ellen. *Using Public Relations Strategies to Promote Your Nonprofit Organization*. New York, NY: Haworth Press, 1999.

This book gives advice for nonprofits to take a more businesslike approach in their communications and gives advice on speakers' bureaus and board selection. It offers support for creating reports and newsletters and gives tips on writing speeches, adopting a business strategy, using audiovisual aids in speeches, and creating a job description for a board of directors.

Mussoline, Mary Louise (Ed.). *Small Nonprofits: Strategies for Fundraising Success*. New Directions for Philanthropic Fundraising. Vol. 20. San Francisco, CA: Jossey-Bass, Inc., 1998.

Covers the issues of strategies for fundraising success. This practical guide for the small nonprofit covers such topics as the importance of the board, staffing, building a fundraising base, income planning and more.

Roth, Stephanie and Mimi Ho. *The Accidental Fundraiser: A Step-by-Step Guide to Raising Money for Your Cause*. San Francisco, CA: Jossey-Bass, Inc., 2005. *The Accidental Fundraiser* is a how-to resource that guides nonprofits through the process of raising money from the community. The book presents fundraising strategies that are easy to carry out and don't require significant funds, large numbers of people, or extensive knowledge of fundraising.

INTERNET AND TECHNOLOGY

Bennett, Sue, Tom Battin, Eugene Chan, and Mary Lester. *Accidental Techie: Supporting Managing, and Maximizing Your Nonprofit's Technology*. St. Paul, MN: Fieldstone Alliance: 2005

How to support and manage technology on a day-to-day basis including: setting up a help desk, developing an effective technology budget and implementation plan, working with consultants and management, handling viruses, creating a backup system and schedule, purchasing hardware and software, and more.

Burlingame, Dwight F., and Michael J. Poston (Eds.). *The Impact of Technology on Fundraising*. New Directions for Philanthropic Fundraising. Vol. 25. San Francisco, CA: Jossey-Bass, Inc., 1999.

A comprehensive study of the impact of the Internet on ethics in fundraising.

Grant, Gary B., Gary M. Grobman, and Steve Roller. *The Wilder Nonprofit Field Guide to Fundraising on the Internet*. St. Paul, MN: Amherst H. Wilder Foundation, 1999.

This book will assist the reader in using the internet for fundraising, with guidelines for quickly finding information needed by the fundraiser. It also includes numerous Web sites and reviews of many others.

Hart, Ted, James M. Greenfield, and Michael Johnston. *Nonprofit Internet Strategies: Best Practices for Marketing, Communications, and Fundraising*. San Francisco, CA: Jossey-Bass, Inc., 2005.

Nonprofit Internet Strategies offers every charitable organization the opportunity to analyze their options and select the appropriate strategy to integrate traditional marketing, communications, and fundraising practices with their online efforts.

Warwick, Mal, Theodore Hart, and Nick Allen (Eds.). *Fundraising on the Internet: The ePhilanthropyFoundation.org's Guide to Success Online*. New York, NY: John Wiley & Sons, Inc., 2001.

An extensive compendium of online fundraising electronics expertise that includes subjects on mail, major gifts, planned giving, and more. Includes verities, charts, examples and case studies.

Woodward, Jeannette. *Nonprofit Essentials: Managing Technology*. San Francisco, CA: Jossey-Bass, Inc., 2006.

Nonprofit Essentials: Managing Technology is distinguished by its focus on 'the human factor' along with volumes of technology information.

INTERNATIONAL ISSUES

Anheier, Helmut and Sibhan Daly. *The Politics of Foundations Comparative Perspectives from Europe & Beyond*. New York, NY: Routledge, 2007.

This new volume presents a systematic and comparative analysis of the current and future role of foundations in Europe and beyond. It includes a mapping and appraisal of foundation visions, policies and strategies, and an overall assessment of the current and future policy environment in which they operate. Developed from an international research project, this study includes twenty country studies comparing foundations in Europe, the Europe Union and the US.

Glassie, Jefferson C. *International Legal Issues for Nonprofit Organizations*. Washington, DC: American Society of Association Executives (ASAE), 1999. This book brings more than 15 years of legal practice to the subject of international legal issues for nonprofits. Also includes appendices of sample materials covering a wide range of nonprofit legal needs.

Ilchman, Warren F., S. N. Katz, E. L. Queen and W. Warren (Eds.). *Philanthropy in the World's Traditions*. Bloomington, IN: Indiana University Press, 1998. Though voluntary association for the public good is often thought of as a peculiarly Western, even Christian concept, this book demonstrates that there are rich traditions of philanthropy in cultures throughout the world. Essays study philanthropy in Buddhist, Islamic, Hindu, Jewish, and Native American religious traditions, as well as many other cultures.

Karoff, Peter and Jane Maddox. *The World We Want: New Dimensions in Philanthropy and Social Change*. Lanham, MD: AltaMira Press with The Philanthropic Initiative, 2007. *The World We Want* contains conversations with more than forty social entrepreneurs, activists, nonprofit leaders, and philanthropists who are changing notions of 'the human condition' in Africa, Asia, Eastern Europe, Latin America, and North America, describing how new partnerships and approaches are reducing suffering and gaining greater equity for people everywhere.

Lewis, D.J., and Tina Wallace (Eds.). *New Roles and Relevance: Development NGOs and the Challenge of Change*. Bloomfield, CT: Kumarian Press, 2000. An in-depth study regarding development NGOs and the issues facing them in the current atmosphere of increasing accountability, policies that influence them, and alternative development theories.

Salamon, Lester M., S. Wojciech Sokolowki and Associates. *Global Civil Society: Dimensions of the Nonprofit Sector, Volume Two*. Bloomfield, CT: Kumarian Press, 2004. Documents for the first time the scope, size, composition, and financing of the nonprofit, or civil society, in 36 countries, including in-depth analysis of 14 countries, most of them in Africa, Asia, and the Middle East. Also unveils a new "global civil society index."

Salamon, Lester M., and Helmut K. Anheirer. *In Search of the Non-Profit Sector: A Cross-National Analysis*. Manchester, NY: Manchester University Press, 1997. After providing insights for a common definition and common classification of the nonprofit sector the authors then show how the demonstrated division of society into two sectors; market and state is much too simplistic. They go on to argue that there has not emerged a third sector of society, the nonprofit, but that it is present in, and impacts virtually all societies.

Wagner, Lilya, and Julio A. Galindo (Eds.). *Global Perspectives on Fundraising*. New Directions for Philanthropic Fundraising, No. 46. San Francisco, CA: Jossey-Bass, Inc., 2005.

Written by international fundraising professionals, this volume offers information on how fundraising is accomplished in many parts of the world, and addresses similarities and differences in practices. A useful volume for international professionals and helpful in understand how fundraising is a global activity.

SPECIFIC POPULATIONS

A Plan of One's Own: A Woman's Guide to Philanthropy. New Ventures in Philanthropy. Washington, D.C.: Forum of Regional Associations of Grantmakers, 2001. Based on recent research that clearly identifies women's interests in philanthropy, *A Plan of One's Own* recognizes that a significant opportunity exists to promote and expand philanthropic giving among women.

A Special Report - Cultures of Caring: Philanthropy in Diverse American Communities. Washington, DC: Council on Foundations, 1999.

This report examines potential ways to expand the use of institutional philanthropy in four populations groups: African Americans, Asian Americans, Latinos and Native Americans.

Bjorhovde, Patricia O. (Ed.). *Creating Tomorrow's Philanthropist: Curriculum Development for Youth.* New Directions for Philanthropic Fundraising. Vol. 36. San Francisco, CA: Jossey-Bass, Inc., 2002.

This issue examines one specific aspect of Youth in Philanthropy—the teaching of philanthropy to youth and the curricula being written to accomplish that goal.

Bordt, Rebecca L. *The Structure of Women's Nonprofit Organizations.* Bloomington, IN: Indiana University Press, 1998

What do women's nonprofit organizations look like structurally? What explains their particular form? Bordt explores these questions in the context of a wide variety of women's nonprofit organizations in contemporary New York City.

Campoamor, Diana, W.A. Diaz, and H. A. J. Ramos (Eds.). *Nuevos Senderos: Reflections on Hispanics & Philanthropy.* Houston, TX: University of Houston, Arte Publico Press, 1999.

These essays provide historical studies, sociological surveys, and analyses of policies and practices in the philanthropic sector.

Capek, Mary Ellen S. and Molly Mead. *Effective Philanthropy: Organizational Success through Deep Diversity and Gender Equality.* Cambridge, MA: MIT Press, 2006. *Effective Philanthropy* offers strategies for strengthening organizations through a commitment to diversity and gender equality. Capek and Mead's research shows that institutionalizing a more nuanced understanding of what they call "deep diversity" allows organizations to make full use of all the resources they have available, both inside and outside their doors.

Clift, Elayne (Ed.) *Women, Philanthropy, and Social Change.* Lebanon, NH: Tufts University Press, University Press of New England, 2005.

The "voice" of women's philanthropy speaks in this collection of new writings from some of the movement's current leaders. As these women share their reflections and knowledge on the women's funding movement, it becomes clear that "women and philanthropy" harbors the marvelous potential for global social change across gender, race, and age barriers.

Conry, Julie C. (Ed.). *Women as Fundraisers: Their Experience in and Influence on an Emerging Profession*. New Directions for Philanthropic Fundraising. Vol. 19. San Francisco, CA: Jossey-Bass, Inc., 1998.

The authors address the opportunities and challenges created by the dramatic increase in the numbers of women pursuing fundraising careers. She highlights the significant ways in which the nonprofit sector is being shaped by women's leadership, and their greater participation in the professional ranks, and many more aspects of women's presence in the field.

Fogal, Robert E. (Ed.). *Fundraising in Diverse Cultural and Giving Environments*. New Directions for Philanthropic Fundraising. Vol. 37. San Francisco, CA: Jossey-Bass, Inc., 2003.

Some of the topics discussed in this issue are diverse traditions in this country; how African Americans, American Indians, immigrant families practice philanthropy; and gender the differences in their practice of philanthropy. Government funding for faith-based philanthropy is another covered topic.

Gasman, Marybeth, and Sibby Amderson-Thompkins. *Fund Raising from Black-College Alumni: Successful Strategies for Supporting Alma Mater*. Washington, DC: Council for Advancement and Support of Education, 2003.

Although black colleges play an important role in the education of Black students, they represent only 3% of U.S. Institutions of higher education and account for approximately 30% of African Americans who receive a bachelor's degree. Alumni giving rates at mostly white institutions of higher education give from 20% to 60 %, while Black college alumni giving falls below 10%. This book addresses the causes and makes suggestions for turning this figure around.

Gasman, Marybeth and Katherine V. Sedwick. *Uplifting A People: African American Philanthropy and Education*. New York: Peter Lang Publishing, 2005.

Philanthropy is typically considered to be within the province of billionaires. This book broadens that perspective by highlighting modest acts of giving by African Americans on behalf of their own people.

Hall-Russell, Cheryl, and R.H. Kasberg. *African American Traditions of Giving and Serving: A Midwest Perspective*. Indianapolis, IN: The Center on Philanthropy at Indiana University, 1997.

This book details the common patterns of the philanthropic tradition that permeated the laughter and tears of 180 reflective conversations with African-Americans in the Midwest.

Hamilton, Charles, Warren R. Ilchman (Eds.). *Cultures of Giving II: How Heritage, Gender, Wealth, and Values Influence Philanthropy*. New Directions for Philanthropic Fundraising. Vol. 8. San Francisco, CA: Jossey-Bass, Inc., 1999.

This is the second of two issues in which the contributors examine how ethnic heritage, gender, wealth, and values influence charitable behavior.

McCarthy, Kathleen D. (Ed.). *Women, Philanthropy, and Civil Society*. Bloomington, IN: Indiana University Press, 2001.

In the United States, philanthropic activity often enabled women to create parallel power structures that resembled, but rarely replicated, the commercial and political arenas of men. From nuns who managed charitable and educational institutions to political activists demanding an end to discriminatory practices against women and children, many of the women whose lives are documented in these pages claimed distinctive public roles through the nonprofit sphere.

Newman, Diana S. *Opening Doors: Pathways to Diverse Donors*. San Francisco, CA: Jossey-Bass, Inc., 2002.

Newman provides insight into the cultural and charitable practices of the African American, Asian American, Latinos, and Native American communities. Her book was sponsored by the Council on Foundations and presents a guide not only for fundraisers in understanding and reaching new donors, but to help improve the diversity of their development program.

Petty, Janice Gow. *Cultivating Diversity in Fundraising: The AFP/Wiley Fund Development Series*. San Francisco, CA: Jossey-Bass, Inc., 2001.

In order to be successful, fundraisers in today's multicultural world must gain a better understanding of the critical factors that motivate different ethnic groups to give. Written as a guide for those planning to raise funds in diverse communities, the book provides readers with an in-depth understanding of the philanthropic motivation of each of the four major racial/ethnic populations.

Petty, Janice Gow (Ed). *Diversity in the Fundraising Profession*. New Directions for Philanthropic Fundraising. Vol. 34. San Francisco, CA: Jossey-Bass, Inc., 2001.

The authors reflect on either distinctions of diversity from within the profession or observations on strategies to enhance diversity in the nonprofit sector.

Philanthropic Fundraising, and Patrick Rooney (Ed.). *Black Philanthropy*. New Directions for Philanthropic Fundraising, No. 48. Jossey-Bass, Inc., 2005.

Based on papers and speeches presented at the 2004 Center on Philanthropy Symposium, this volume brings together the best and latest research and information on philanthropy in African-American communities, and fundraising practices as well as philanthropic preferences among African-American organizations and individuals. Compiled by experts in this field, this offers an excellent look at African-American philanthropy.

Shaw, Sondra C., and Martha A. Taylor. *Reinventing Fundraising: Realizing the Potential of Women's Philanthropy*. San Francisco, CA: Jossey-Bass, Inc., 1995.

Reveals the reasons why women have not been taken seriously as philanthropists, identifies model programs focusing on women's giving, and outlines new program models that organizations can tailor to their own female constituents.

Something Ventured: An Innovative Model in Philanthropy. Seattle, WA: Washington Women's Foundation, 2002.

This handbook demonstrates how communities can build similar women's foundations in their own areas.

Smith, Bradford S., Sylvia Shue, J.L. Vest and J. Villarreal. *Philanthropy in Communities of Color.* Bloomington, IN: Indiana University Press, 1999.

This book describes the specific practices and customs of giving money, goods, and services within communities of color.

Stanczykiewicz, Bill (Ed.). *Engaging Youth in Philanthropy.* New Directions for Philanthropic Fundraising. Vol. 38. San Francisco, CA: Jossey-Bass, Inc., 2003.

This issue draws from papers delivered August 2002 at the "Taking Fundraising Seriously: Youth and Philanthropy" symposium sponsored the Center on Philanthropy. How to, legal issues involving youth and philanthropy, and outcomes of engaging and educating youth in philanthropy are all discussed in this issue.

Taylor, Martha A. and Sondra Shaw-Hardy (Eds.) *The Transformative Power of Women's Philanthropy.* New Directions for Philanthropic Fundraising, No. 50. Jossey Bass, 2006.

Written for any development officer or woman looking to be more effective in philanthropy and volunteer leadership, this issue explores how women's philanthropy has shaped the world.

Wagner, Lilya, and Allan Figueroa Deck (Eds.). *Hispanic Philanthropy: Exploring the Factors that Influence Giving and Asking.* New Directions for Philanthropic Fundraising. Vol. 24. San Francisco, CA: Jossey-Bass, Inc., 1999.

The authors explore the factors that influence giving and asking in the Hispanic community. They report on research conducted with leading Hispanic philanthropists, fundraising professionals, and nonprofit executives about the current status of giving and asking in Hispanic American communities and their attitudes and beliefs about philanthropy.

Walton, Andrea (Ed.). *Women and Philanthropy in Education.* Bloomington, IN: Indiana University Press, 2004.

Illuminates the philanthropic impulse that has influenced women's education and its place in the broader history of philanthropy in America. The book reveals that voluntary activity and home-grown educational enterprise were as important as big donors in the development of philanthropy. A number of essay focus on the individual lives of female philanthropists and teachers.

Wells, Ronald Austin. *The Honor of Giving: Philanthropy in Native America.* Indianapolis, IN: The Center on Philanthropy at Indiana University, 1998.

This report explores the ways, means, and meanings of philanthropic giving, receiving, obligation, reciprocity, exchange and community across more than a dozen indigenous cultures native to North America.

PHILANTHROPY – TRADITION, HISTORY and PRACTICE

A Nation of Givers: Regional Patterns in American Giving and Volunteering.
Independent Sector.

A Nation of Givers: Regional Patterns in American Giving and Volunteering reveals the regional differences in the factors that influence giving and volunteering in the United States by examining ten characteristics including college attendance, having experienced volunteering as a youth, homeownership, and marital status. Part of the Giving and Volunteering series.

Anheier, Helmut K. and Diana Leat. *Creative Philanthropy*. New York, NY: Routledge, 2006.

This book provides an overview of creative philanthropy along with an analysis of the theory and practice of philanthropy. The authors spell out the implications of their study for management and policy and provide readers with the tools and techniques of creative philanthropy.

Ascoli, Peter M. Julius Rosenwald: *The Man Who Built Sears, Roebuck and Advanced the Cause of Black Education in the American South*. Bloomington, IN: Indiana University Press, 2006.

This biography of major, but little-known, American businessman Julius Rosenwald provides a fascinating account of Rosenwald's meteoric rise in American business, as well as a portrait of a man devoted to family and with a desire to help his community that led to a lifelong devotion to philanthropy.

Axis of Ideology: Conservative Foundations and Public Policy. Washington, D.C.: National Committee for Responsive Philanthropy, 2004.

NCRP's Axis of Ideology details the effective philanthropic strategies that 79 conservative foundations have used to support the activities of 350 public policy-oriented right-wing think tanks at the federal, state, and local levels.

Bernholz, Lucy. *Creating Philanthropic Capital Markets: The Deliberate Evolution*. San Francisco, CA: Jossey-Bass, Inc., 2004.

Through a coherent framework for pursuing such far-ranging changes, this easy-to-understand book addresses new ways for individuals and organizations to invest grant funds, approach regulatory structures that guide giving, and define their goals, activities, outcomes, and achievements. The author applies basic principles of industrial theory and evolution to examine, with a trained scholar's eye, how individual organizations, associations, and the philanthropic infrastructure can work more effectively.

Bremner, Robert H. *American Philanthropy*. Chicago, IL: The University of Chicago Press, 1988.

This book concentrates on rediscovering the philanthropic tradition by providing a social history of philanthropy in American society. Discussion includes well-known figures in the history of philanthropy such as Cotton Mather, Alexis de Tocqueville, Carnegie and Rockefeller. The author explores our nation's distinct proclivity for doing good. Includes a chronological listing of important dates from 1601-1991.

Bremner, Robert H. *Giving: Charity and Philanthropy in History*. New Brunswick, NJ: Transaction Publishers, Rutgers State University, 1994.

This work offers a historical survey of attitudes towards charity and philanthropy, relying almost entirely on literary sources -- religious texts, poetry, published philosophical reflections, short stories and news accounts.

Brilliant, Eleanor L. *Private Charity and Public Inquiry*. Bloomington, IN: Indiana University Press, 2001.

A History of the Filer and Peterson Commissions (Philanthropic Studies).

Burlingame, Dwight F. (Ed.). *Critical Issues in Fund Raising*. Bloomington, IN: Indiana University Press, 1997.

Many forces--from demographics to politics to business trends--shape the nonprofit sector and the practice of fundraising, but little attention has been given to the premises underlying many of the decisions fundraisers make in their daily professional lives. This book examines the impact of different factors on this growing and changing field.

Burlingame, Dwight F. (Ed.) *Philanthropy Across the Generations*. New Directions for Philanthropic Fundraising, No. 42. San Francisco, CA: Jossey-Bass, Inc., 2004.

The authors in this volume examine subjects ranging from the role of ethics in philanthropic agencies to challenges in giving, financial and grant-making skills, how to transform philanthropy, the importance of the estate tax, intergenerational learning and volunteering, and the health benefits of giving. The common focus is on the role of and value of philanthropy throughout the lifetime and across the generations.

Burlingame, Dwight F. *Philanthropy in America: A Comprehensive Historical Encyclopedia (3 Set Volume)*. Santa Barbara, CA: ABC-CLIO, Inc., 2004.

A comprehensive encyclopedia on philanthropy in America. Includes over 200 A-Z entries on individuals, organizations, events, theories, and legislation, with reference to works for further study. Also offers over 75 essential primary source documents, such as the Poor Laws of 1601 and the Filer Commission Report of 1975.

Clotfelter, Charles T., and Thomas Ehrlich (Eds.). *Philanthropy and the Nonprofit Sector in a Changing America*. Bloomington, IN: Indiana University Press, 1999.

Leading scholars and practitioners consider three key clusters of issues: First, what forces will determine the shape and activities of philanthropy and the nonprofit sector in the next decade: Second, how will philanthropy and the nonprofit sector be strengthened or weakened by those forces? Third, how can the challenges of grappling with the forces be transformed into opportunities?

Crocker, Ruth. *Mrs. Russell Sage: Women's Activism and Philanthropy in Gilded Age and Progressive Era America*. Bloomington, IN: Indiana University Press, 2006.

An advocate for the rights of women and the responsibilities of wealth, for moral reform and material betterment, Olivia Sage used her wealth to fund a wide spectrum of progressive reforms that had a lasting impact on American life, including her most significant philanthropy, the Russell Sage Foundation.

Damon, William and Susan Verducci (Eds.) *Taking Philanthropy Seriously: Beyond Noble Intentions to Responsible Giving*. Bloomington, IN: Indiana University Press, 2006.

Many acts of charitable giving fail in their stated goals and some are actually harmful. In *Taking Philanthropy Seriously*, philanthropic leaders disclose instances of both good and compromised work, show how ethical concerns are secondary to "success" in philanthropy, and reveal strategies to promote effective and ethical conduct.

Dees, J. Gregory, Jed Emerson and Peter Economy. *Strategic Tools for Social Entrepreneurs: Enhancing the Performance of Your Enterprising Nonprofit*. San Francisco, CA: Jossey-Bass, Inc., 2002.

This book offers hands-on guidance that helps social sector leaders hone their entrepreneurial skills and carry out their social missions more effectively, .

Eisenberg, Pablo and Stacy Palmer (Eds.) *Challenges for Nonprofits and Philanthropy: The Courage to Change*. Lebanon, NH: University Press of New England, 2004.

The works collected here include the best of Eisenberg's published and unpublished pieces on American and global philanthropy—its challenges, responsibilities, hits and misses, accountability, and leadership—and on his views of what lies ahead as the greatest intergenerational transfer of wealth in U.S. history looms.

Fine, Allison. *Momentum: Igniting Social Change in the Connected Age*. San Francisco, CA: Jossey-Bass, Inc., 2006.

Today's digital tools—including but not limited to e-mail, the Web, cell phones, personal digital assistants (PDAs), even iPods—promote interactivity and connectedness. As *Momentum* shows, these new social media tools are important not for their wizardry but because they connect people to one another in inexpensive, accessible, and massively scalable ways.

Flynn, Patrice, and Virginia A. Hodgkinson, (Eds.). *Measuring the Impact of the Nonprofit Sector*. New York, NY: Kluwer Academic/Plenum Publishing Corporation, 2002.

Eighteen scholars tackle the subject of research approaches, methodologies, and the development of empirical tools to measure the performance of nonprofit organizations. They discuss obstacles in the process of performance evaluation of nonprofits and present current research in the search to identify, quantify, and self-assess qualities that make the nonprofit sector unique.

Friedman, Lawrence J., and Mark D. McGraw. *Charity, Philanthropy, and Civility in American History*. New York, NY: Cambridge University Press, 2003.

This book offers a collection of essays by professional historians regarding American society and how philanthropy has helped shape society in America.

Funding the Culture Wars: Philanthropy, Church and State. Washington, D.C.: National Committee for Responsive Philanthropy, 2005.

Funding the Culture Wars: Philanthropy, Church and State discusses how strategic grantmaking is being used to promote "traditional family values" and stances on issues such as abortion, same-sex marriage, stem cell research, school prayer, and public displays of the Ten Commandments.

Gary, Tracy, and Melissa Kohner. *Inspired Philanthropy - Chardon Press Series, 2nd Edition*. San Francisco, CA: Jossey-Bass, Inc., 2002.

This book is written for the individual who wants to donate resources, time or energy. The authors take you through the many aspects and reasons for giving, along with instructions on how to create a plan that meets your reasons for giving.

Giving At Work 2003. Washington, D.C.: National Committee for Responsive Philanthropy, 2003.

Charitable donations pledged to alternative funds, the workplace giving programs that complement United Way charity campaigns have grown to comprise 11 percent of pledge dollars from traditional donors in American workplaces from 1996 to 2001. Meanwhile, United Way has shifted its fundraising focus to appeal to wealthier donors. These are among the findings in *Giving at Work 2003*, reporting the results of a survey conducted by NCRP in conjunction with the National Alliance for Choice in Giving.

Grimm, Robert T. *Notable American Philanthropists: Biographies of Giving and Volunteering*. Westport, CT: Greenwood Press, 2002.

A book rich in historical information on over 78 American individuals and families who have contributed substantially to the fabric of the American culture of giving and voluntarism.

- Hammack, David. *Making the Nonprofit Sector in the United States*. Bloomington, IN: Indiana University Press, 2000.
Explores the history of religious, cultural, arts, human service, educational and research organizations in the nonprofit sector. Includes classic documents in the development of the sector and critiques by recent scholars.
- Hodgkinson, Virginia A., Michael W. Foley (Eds.). *The Civil Society Reader*. Hanover, NH: University Press of New England, 2003.
This book is a collection of twenty-four readings from authors that span the history of civil society in the west. This collection also reflects important writings that have influenced current discussion on this much debated topic.
- Independent Sector, and Urban Institute. *The New Nonprofit Almanac & Desk Reference*. San Francisco, CA: Jossey-Bass, Inc., 2002.
Provides managers, researchers, volunteers, and the press with the essential facts and figures needed to understand the size, scope, and nature of the nonprofit sector and its contributions to American society. The *Almanac* documents the growth and diversity of the more than 1.2 million organizations that comprise the independent sector in America.
- Karoff, Peter and Jane Maddox. *The World We Want: New Dimensions in Philanthropy and Social Change*. AltaMira Press with The Philanthropic Initiative, 2007.
The World We Want describes how new partnerships and approaches are reducing suffering and gaining greater equity for people everywhere.
- Mapes, Mary L. *A Public Charity: Religion and Social Welfare in Indianapolis, 1929-2002*. Bloomington, IN: Indiana University Press, 2004.
Arising out of the Indianapolis Polis Center's Lilly-sponsored study of religion and urban culture, the book looks at three issues: the role of religious social services within Indianapolis's larger social welfare support system, both public and private; the evolution of the relationship between public and private welfare sectors; and how ideas about citizenship mediated the delivery of social services.
- McCarthy, Kathleen D. *American Creed: Philanthropy and the Rise of Civil Society 1700-1865*. Chicago, Illinois: University of Chicago Press, 2003.
American Creed examines philanthropy's role in linking the government, the market and the voluntary sphere; promoting social advocacy; and fostering economic development and democratic participation. In the process, it provides a new vantage point for assessing the collective history of both elite and non-elite actors over the course of the country's history. *American Creed* traces the mesh between democracy, philanthropy and the exercise of power in the nation's youth; who participated in it, toward what ends, and how Americans ultimately created an enduring civil society.

McGinly, William C. and Kathy Renzetti (Eds.) *Expanding the Role of Philanthropy in Health Care*. New Directions for Philanthropic Fundraising, No. 49. San Francisco, CA: Jossey-Bass, Inc., 2005.

Topics covered demonstrate how imperative it is that health care development professionals understand the environment in which health care providers operate today in order to build effective philanthropy.

O'Connell, Brian. *Civil Society: The Underpinnings of American Democracy*. Hanover, NH: University Press of New England, 1999.

Traces the concept and practice of citizens as the primary office holders of government and government's essential responsibility to keep open such freedoms as assembly and association to allow and encourage citizen participation and influence in every aspect of society.

O'Neill, Michael. *Nonprofit Nation: A New Look at the Third America, Revised Edition*. San Francisco, CA: Jossey-Bass, Inc., 2002.

An up-to date, comprehensive guide to understanding the nonprofit sector is presented in this newly revised edition of O'Neill's classic work.

Ott, Steven J. (Ed.). *The Nonprofit Sector: An Overview*. Boulder, CO: Westview Press, 2000.

This book is a collection of the most insightful and accessible writings about the nonprofit sector in the U.S. and its organizations. The book discusses everything from Andrew Carnegie's turn-of-the-century philosophy of philanthropy, to the most recent writings by current scholars and practitioners.

Panel on the Nonprofit Sector: Strengthening Transparency, Governance, Accountability of Charitable Organizations. Washington, D.C.: INDEPENDENT SECTOR, 2005.

Comprehensive series of recommendations intended to strengthen the ability of the nation's 1.3 million charities and foundations to serve as responsible stewards of the public's generosity.

Payton, Robert L. *Philanthropy: Voluntary Action for the Public Good*. Phoenix, AZ.: Oryx Press, 1989.

Out of print; can be found on the Internet, www.Paytonpapers.org. Written by one of the most distinguished leaders in philanthropy today, this book focuses on the place of philanthropy in American society. Discusses the important problems and explores the issues that affect philanthropy. Payton focuses on ethics, tactics of giving, and the need to look deeper into understanding theory and practice. Includes a research section by Virginia Hodgkinson.

Powell, Walter W. and Richard Steinberg (Eds.) *The Nonprofit Sector: A Research Handbook, Second Edition*. New Haven, CT: Yale University Press, 2006. *The Nonprofit Sector: A Research Handbook* includes twenty-seven new or updated chapters. The volume carefully reflects upon the variety of changes in the rapidly growing world of nonprofits, examining a wide array of organizations, international issues, social science theories, and philanthropic traditions and covering a broad range of topics including the history and scope of nonprofit activities in the United States and abroad, the relation of nonprofits to the marketplace, government-nonprofit issues, key activities of nonprofits, aspects of giving to and joining nonprofits, and nonprofit mission and governance.

Pribbenow, Paul P. (Ed.). *Serving the Public Trust: Insights into Fundraising Research and Practice, Vol. I*. New Directions for Philanthropic Fundraising. Vol. 26. San Francisco, CA: Jossey-Bass, Inc., 2000. Topics in this issue include philanthropy and trust, trust and fundraising as a profession, with discussion on the future of corporate giving and more.

Pribbenow, Paul P. (Ed.). *Serving the Public Trust: Insights into Fundraising Research and Practice, Vol. II*. New Directions for Philanthropic Fundraising. Vol. 27. San Francisco, CA: Jossey-Bass, Inc., 2001. Topics in this second volume discuss the law, politics, and charities in the post-liberal era, nonprofit accountability in the Information Age, public accountability and trends in religious giving.

Raymond, Susan U., Ph.D. *Mapping the New World of American Philanthropy: Causes and Consequences of the Transfer of Wealth*. San Francisco, CA: Jossey-Bass, Inc., 2007. *Generational Transfer of Wealth* offers clear insight into the anticipated transfer of wealth between generations, and its practical implications for philanthropy in regards to demographics, the expected trends, the potential impact on the nonprofit system, the impact on governmental policy, and the expanding role of family foundations, women, and donor-advised funds.

Roehlkepartain, Eugene C., Elanah Delyah Naftali, and Laura Musegades, *Growing Up Generous: Engaging Youth in Giving and Serving*. Herndon, VA: Alban Institute, 2000. The authors create a mosaic of what is happening—and what could happen—in American Jewish and Christian congregations to cultivate in young people a deep and lasting commitment to giving and serving.

Salamon, Lester M. *America's Nonprofit Sector: A Primer. Second Edition.* New York, NY: The Foundation Center, 1999.

A broad-based analysis of the nonprofit sector. The first part of the book is an overview of the nonprofit sector, the role of government in the welfare system, and the historical origins of the nonprofit sector. The second half divides America's nonprofits into sub-sectors and explores the unique dynamics of each area.

State of Philanthropy 2006: Creating Dialogue for Tomorrow's Movements. National Committee for Responsive Philanthropy, 2006.

NCRP's third in a series of biennial collections, *State of Philanthropy 2006* aims to initiate conversations about creating progressive social change and increasing foundation accountability. By addressing new foundation strategies, the impact of federal budget constraints on nonprofits, accountability legislation and regulations, and emerging progressive movements, *State of Philanthropy 2006* promotes the strengthening, redirecting and refocusing of foundation and nonprofit efforts to better meet the needs of the disenfranchised.

Van Til, Jon. *Growing Civil Society: From Nonprofit Sector to Third Space.* Bloomington, IN: Indiana University Press, 2000.

Van Til explores the role of voluntary action and nonprofit organization in contemporary America. Key to this book is the concept of "third space," which provides an important tool for the construction of civil society.

Weisbrod, Burton A. (Ed.). *To Profit or Not To Profit: The Commercial Transformation of the Nonprofit Sector.* Cambridge, MA: Cambridge University Press, 2000.

This book focuses on issues that apply to nonprofit organizations generally, and on specific industries, such as hospitals, universities, social service providers, zoos, museums, and public broadcasting.

Weisman, Carol. *Raising Charitable Children.* St. Louis, MO: F.E. Robbins & Sons Press, 2006.

This book will help you to introduce children of all ages to charity and volunteering, make philanthropy in all forms fun and rewarding for the whole family, and strengthen family bonds through charitable work.

Wei-Skillern, Jane, James E. Austin, Herman B. Leonard, and Howard Stevenson. *Entrepreneurship in the Social Sector.* Thousand Oaks, CA: Sage Publications, 2007.

Entrepreneurship in the Social Sector is about the opportunity and challenge of applying leadership skills and entrepreneurial talents creatively and appropriately to create social value.

ETHICS AND FUNDRAISING

Andreasen, Alan R. (Ed.). *Ethics in Social Marketing*. Washington, DC: Georgetown University Press, 2001.

Several objectives are covered in this book, presented in a series of papers. Those objectives include presenting some of the major ethical problems that social marketers face, offering the reader a sense of the complexity of the ethical dilemmas that social marketers face, providing a framework within which individuals and organizations can make ethical decisions, and to try and increase the likelihood that social marketers will pay increasing attention to maintaining high ethical standards.

Conway, Daniel, and Cecelia Hart Price (Eds.). *The Practice of Stewardship in Religious Fundraising*. New Directions for Philanthropic Fundraising. Vol. 17. San Francisco, CA: Jossey-Bass, Inc., 1997.

In this issue the authors discuss the accountability of the fundraiser to the donor and public. Includes an interview with Henry Rosso, a leader in professionalization of fundraising.

Fischer, Marilyn. *Ethical Decision Making in Fund Raising*. New York, NY: John Wiley & Sons, Inc., 2000.

This insightful book presents an ethical decision making model which will aid fund raisers and other leaders in nonprofit organizations to approach complex situations in a carefully structured manner.

Lewis, Carol W. and Stuart C. Gilman. *The Ethics Challenge in Public Service: A Problem-Solving Guide, 2nd Edition*. San Francisco, CA: Jossey-Bass, Inc., 2005. *The Ethics Challenge in Public Service* explores the day-to-day ethical dilemmas managers face in their work, including what to do when rules recommend one action and compassion another, and whether it is ethical to dissent from agency policy. This essential text explores managers' accountability to different stakeholders and how to balance the often competing responsibilities.

GOVERNANCE AND VOLUNTEERISM

Axelrod, Nancy R. *Chief Executive Succession Planning: The Board's Role in Securing Your Organization's Future*. Washington, D.C.: BoardSource, 2002.

Chief Executive Succession Planning explains why it is important for a board to have a leadership transition plan whether or not an executive search is anticipated.

BoardSource. *Accountability: The Buck Stops Here*. Washington, D.C.: BoardSource, 2002.

From financial statements to mission statements, ultimate accountability lies in the board's hands. And, as the public endures a seemingly unending string of accountability scandals in the for-profit sector, nonprofits realize that embracing their responsibilities is as crucial as ever. This issue explores the many facets of accountability and examines the lessons nonprofits can learn from the crisis in the corporate world.

BoardSource. *Presenting Fund-Raising: The Board Member's Role in Resource Development*. Washington, D.C.: BoardSource, 2002.

Customizable on-screen presentation provides an overview of the board's fundraising responsibilities, the stages of fundraising, and different types of fundraising.

Bobowick, Marla J., Sandra R. Hughes, and Berit M. Lakey. *Transforming Board Structure*. Washington, DC: BoardSource, 2001.

Discover the importance of reducing the number of standing committees and relying more on ad hoc groups and task forces to accomplish tasks on an as-needed basis.

Carlson, Mim and Margaret Donohoe. *The Executive Director's Survival Guide: Thriving as a Nonprofit Leader*. San Francisco, CA: Jossey-Bass, Inc., 2002.

This guide provides new insight, inspiration, and tools to meet the real life challenges and rewards of leading a nonprofit organization. This vital resource will give you the help you need to develop and strengthen personal, interpersonal and organizational effectiveness. It is filled with practical advice for succeeding in the position and offers a reader-friendly question and answer format.

Carver, John. *Boards That Make a Difference, 3rd Edition*. San Francisco, CA: Jossey-Bass, Inc., 2006.

In this revised and updated third edition, Carver continues to debunk the entrenched beliefs and habits that hobble boards and to replace them with his innovative approach to effective governance. This latest edition has been updated and expanded to include explanatory diagrams and illustrative examples of Policy Governance model policies that have been created by real-world organizations.

Carver, John and Miriam Carver. *Reinventing Your Board, Revised Edition*. San Francisco, CA: Jossey-Bass, Inc., 2006.

Reinventing Your Board is a hands-on, step-by-step guide to board effectiveness. It includes new policy samples and a new chapter on monitoring performance, as well as other practical "put-the-model-in-motion" advice.

Carver, Miriam and Bill Charney. *The Board Member's Playbook: Using Policy Governance to Solve Problems, Make Decisions, and Build a Stronger Board*. San Francisco, CA: Jossey-Bass, Inc., 2004.

The Board Member's Playbook--written for board members who are either familiar with or new to John Carver's Policy Governance model--offers real-world scenarios that address the challenges that confront boards of all types of organizations.

Chait, Richard P., William P. Ryan, and Barbara E. Taylor. *Governance as Leadership Reframing the Work of Nonprofits Boards*. Hoboken, New Jersey: John Wiley & Sons, Inc., 2005.

This book offers trustees and executives a new and practical framework to govern nonprofit organizations more effectively by providing ideas, tactics and examples that enrich the work of trustees and enhance a board's value to the organization it governs.

Chait, Richard P. *How to Help Your Board Govern More and Manage Less. Revised Edition*. Washington, DC: BoardSource, 2003.

Learn the four major steps to strengthen your board's capacity to govern.

Discover how your board should work with staff, and how this dynamic changes as the size of you organization's staff changes.

Conners, Tracy Daniel. *The Volunteer Management Handbook*. New York, NY: John Wiley & Sons, Inc., 1999.

This publication offers the nonprofit manager a complete guide to establishing and maintaining an active an effective volunteer program. The author covers such topics as recruitment, orientation, and retention; training volunteers; recognition and reward systems; volunteers and the law; liabilities, immunities, and more.

Eadie, Douglas C. *Extraordinary Board Leadership: The Seven Keys to High-Impact Governance*. Gaithersburg, MD: Aspen Publishers, Inc., 2000. The author reveals the power of high-impact governance, and how chief executives, board members, and the entire management staff can forge partnerships that will transform ordinary boards into extraordinary leaders.

Engaging Youth in Lifelong Service: Findings and Recommendations for Encouraging a Tradition of Voluntary Action Among America's Youth. Washington, D.C.: Independent Sector, 2002.

In partnership with Youth Service America. Impact of childhood experiences on adult giving and volunteering, and tips for engaging more youth in service. Part of the Giving and Volunteering series.

Experience at Work: Volunteering and Giving Among Americans 50 and Over.

Washington, D.C.: Independent Sector, 2003.

In partnership with AARP. Findings and strategies for involving Americans 50 years of age and over in charitable activities. Part of the Giving and Volunteering series.

Fletcher, Kathleen M. *Board Accountability in Action: Report from the Symposium on Board Leadership for Nonprofit Integrity.* San Francisco, CA: Institute for Nonprofit Organization Management, 2005.

Topics included participants' personal sense of accountability for their organization's integrity, communication between the board chair and executive director, financial processes and reporting practices, board culture around inquiry and debate, conflicts of interest, board assessment, and the effect on the board of the current focus on accountability.

Frantzreb, Arthur C. *Not On This Board You Don't: Making Your Trustees More Effective.* Chicago, IL: Bonus Books, Inc., 1997.

This book provides a great blueprint for what a board should and should not do.

Gale, Robert L. *Leadership Roles in Nonprofit Governance.* Washington, DC: BoardSource, 2003.

Find clarification on the roles of the chief executive and the board chair and suggestions for strengthening this partnership as you discover how this team can work effectively to facilitate board development.

Grace, Kay Sprinkel. *The Nonprofit Board's Role in Setting and Advancing the Mission.* Washington, DC: BoardSource, 2003.

Learn how board members can contribute to the creation of the mission as well as communicate the mission and purpose to the community.

Greenfield, James M. *Fundraising Responsibilities of Nonprofit Boards.* Washington, DC: BoardSource, 2003.

Help your board succeed in cultivation, solicitation, and stewardship with practical suggestions in direction, planning, and fundraising.

Herman, Melanie L., George L. Head, Peggy M. Jackson, and Toni E. Fogarty. *Managing Risk in Nonprofit Organizations: A Comprehensive Guide.* San Francisco, CA: Jossey-Bass, Inc., 2004.

Nonprofit Organizations explains and defines risk management, especially as it applies to nonprofits. It provides comprehensive guidance on such topics as identifying risk, prioritizing risk, selecting appropriate risk management techniques, implementing risk management techniques, monitoring risk management, and financing.

Hopkins, Bruce R. *Legal Responsibilities of Nonprofit Boards*. Washington, DC: Board Source, 2003.

All board members should understand how they can be held personally liable and what types of oversight they should provide. Written in layman's terms, this book provides legal concepts and definitions.

Hunter, Rebecca E. (Ed.). *New Directions for Philanthropic Fundraising*. Vol. 39, "Exploring the Relationship Between Volunteers and Fundraising." San Francisco, CA: Jossey-Bass, Inc., 2003.

This issue looks atypically at volunteers and fundraising by examining fewer of the how-tos of working with volunteers and more of the psychological and psychosocial aspects of volunteers' and development professionals' personalities. The assessment extends to organizational characteristics, evolutionary stage and size, and the reasons that certain types of volunteers and fundraisers may be drawn to work with a particular nonprofit group.

Ingram, Richard T. *Ten Basic Responsibilities of Nonprofit Boards. Revised Edition*. BoardSource: Washington, DC, 2003.

Share with the board members the basic responsibilities, including determining mission and purpose, ensuring effective planning, and participating in fundraising.

Jackson, Peggy M. and Toni E. Fogarty. *Sarbanes-Oxley and Nonprofit Management: Skills, Techniques, and Methods*. San Francisco, CA: Jossey-Bass, Inc., 2006.

This combination reference/workbook includes a structured description of Sarbanes-Oxley and its implications for nonprofits; detailed discussions on governance, including financial literacy for board members; new standards of accountability for boards; and best practices for nonprofit management

Jackson, Peggy M., and Toni E. Fogarty. *Sarbanes-Oxley for Nonprofits: A Guide to Building Competitive Advantage*. San Francisco, CA: Jossey-Bass, CA, 2005.

The first book to discuss the implications of Sarbanes-Oxley legislation as it relates to nonprofit organizations, *Sarbanes-Oxley for Nonprofits* is a guide for all nonprofit executives and boards who want to know how the new legislation can enhance their organization's mission.

Kurtz, Daniel L. and Sarah E. Paul. *Managing Conflicts of Interest: A Primer for Nonprofit Boards (Second Edition)*. Washington, D.C.: BoardSource, 2006.

Managing Conflicts of Interest: A Primer for Nonprofit Boards acknowledges the difficulty in identifying problematic conflicts of interest, and gives recommendations for practice.

Lang, Andres S. *Financial Responsibilities of Nonprofit Boards. Revised Edition*. Washington, DC: BoardSource, 2003.

Learn the basics of financial planning including how to ensure against risk, the IRS Form 990, and the audit process. Included are board and staff job descriptions, and charts on all financial documents and reports.

Lawrence, Barbara and Outi Flynn. *The Nonprofit Policy Sampler, Second Edition*. Washington, D.C.: BoardSource, 2006.

The Nonprofit Policy Sampler is designed to help board and staff leaders advance their organizations, make better collective decisions, and guide individual actions and behaviors. Key elements and practical tips for 48 topic areas are provided, along with 241 sample policies, job descriptions, committee charters, codes of ethics, board member agreements, mission and vision statements, and more.

Lysakowski, Linda. *Nonprofit Essentials: Recruiting & Training Volunteers to Ask for Money*. San Francisco, CA: Jossey-Bass, Inc., 2005.

Nonprofit Essentials examines methods for recruiting volunteers and the materials needed to implement a successful recruitment strategy. Particular emphasis is placed on the role of the campaign chair as the leader of the capital campaign effort along with strategies for keeping volunteers involved and motivated.

Musick, Marc A. and John Wilson. *Volunteers: A Social Profile*. Bloomington, IN: Indiana University Press, 2007.

A resource for those who work with volunteers or interested in the role of the volunteer in modern society, *Volunteers* addresses issues of who volunteers and why, focusing on people's subjective states, their available resources, and the influence of gender and race.

National Center for Nonprofit Board Governance Series. Washington, DC: BoardSource. 2003.

This series is an invaluable resource for executive staff and board members concerned with the most current governance issues. Answers questions about members' fundamental responsibilities and board management tactics.

O'Connell, Brian. *The Board Member's Book: Making a Difference in Voluntary Organizations*. Third Edition, New York, NY: Foundation Center, 2003.

A basic handbook on the roles of board members, volunteers and staff, including advice on finding, and developing good board members. An excellent resource for those who want to improve governance and management of their nonprofit organization.

O'Connell, Brian. *Voices from the Heart*. Washington, DC: INDEPENDENT SECTOR, 1998.

Moments of warmth, surprise, and humanity are shared by volunteers and the people they serve through 30 inspiring interviews, 75 duotone images commissioned from the country's premier photojournalists, and essays by the author saluting the American tradition of volunteering. All proceeds from the sale of this book will be contributed to INDEPENDENT SECTOR's efforts to promote volunteering nationwide.

Ott, Steven J. (Ed.). *Understanding Nonprofit Organizations: Governance, Leadership, and Management*. Boulder, CO: Westview Press, 2001.

This newest edition takes a look at these elements of U.S. nonprofits: governance, legal framework, effective ethical leadership, strategic planning, fund-raising, entrepreneurship and commercialism, managing under government contracts, budgeting, managing volunteers, accountability and evaluation, and international aspects.

Patterson, Sally J. *Generating Buzz: Strategic Communications for Nonprofit Boards*. Washington, D.C.: BoardSource, 2006.

Generating Buzz: Strategic Communications for Nonprofit Boards highlights the board's role in communication, presenting an overview of roles and responsibilities that will help board members provide the necessary vision, support, and oversight.

Perry, Gail A. *Fire Up Your Board Members for Fundraising: Turn Their Passion into Action (AFP Fund Development Series)*. San Francisco, CA: Jossey-Bass, Inc., 2007.

Building the Rainmaker Board: Motivation, Inspiration, and Empowerment shows nonprofit managers how to introduce reluctant board members to fundraising in ways that make them feel comfortable.

Pointer, Dennis D., James E. Orlikoff. *The High-Performance Board*. New York, NY: John Wiley & Sons, Inc., 2002.

With a combined forty years of professional governance experience these two authors have written a concise, informative guide for effective leadership of nonprofit organizations.

Robinson, Maureen K. *Nonprofit Boards That Work: The End of One-Size-Fits-All Governance*. New York, NY: John Wiley & Sons, Inc., 2001.

This book gives advice on how to help strengthen the nonprofit board governance skills through addressing role definition, key responsibilities, working culture, structure and leadership.

Scott, Katherine Tyler. *Creating Caring and Capable Boards: Reclaiming the Passion for Active Trusteeship*. San Francisco, CA: Jossey-Bass, Inc., 2000.

This book presents a new and proven model of board leadership, one that can be used to educate boards and staff in the philosophy of service.

Siegel, Jack B. *A Desktop Guide for Nonprofit Directors, Officers, and Advisors: Avoiding Trouble While Doing Good*. San Francisco, CA: Jossey-Bass, Inc., 2006.

Discusses how to keep any nonprofit out of trouble, running smoothly, and accomplishing its mission

Smucker, Bob. *The Nonprofit Lobbying Guide: Advocating Your Cause and Getting Results*. Washington, DC: INDEPENDENT SECTOR, 1999.

This book demonstrates the many ways nonprofits can use lobbying to advance their causes in federal, state, and local legislatures. Smucker offers insightful tips on how to mobilize citizen support at all stages of the legislative process. This second edition includes advice on using email and the Internet to recruit volunteers, as well as updated information on the most current IRS regulations.

Tempel, Eugene R., Ph.D. *Development Committee*. Washington, D.C.: BoardSource, 2004.

Development Committee defines what the roles and responsibilities of a development committee are and how to work together with board and staff members to make them effective.

Vogel, Brian H. and Charles W. Quatt, Ph.D. *Dollars and Sense: The Nonprofit Board's Guide to Determining Chief Executive Compensation*. Washington, D.C.: BoardSource, 2005.

Dollars and Sense: The Nonprofit Board's Guide to Determining Chief Executive Compensation explains how nonprofits of all types can increase the transparency and integrity of chief executive compensation practices as part of their stewardship of the public trust.

Widmer, Candace, and Susan Houchin. *The Art of Trusteeship: The Nonprofit Board Member's Guide to Effective Governance*. San Francisco, CA: Jossey-Bass, Inc., 2000.

This book gives nonprofit board members hands-on strategic advice for building a thriving organization. This practical book details all key trustee responsibilities, defining missions, executive selection and evaluation, financial management, board self-assessment and, much more.

Weinstein, Stanley, (Ed.). *Transformational Leadership: Vision, Persuasion, and Team Building for the Development Professional: New Direction of Philanthropic Fundraising, No. 44*. San Francisco, CA: Jossey-Bass, Inc., 2004.

The information and advice in this book will help fundraisers move beyond the lecture to leadership skills that can dramatically increase their institutions' contributed income while also building enduring, values-based relationships that achieve significant aspirations and enhance people's lives.

Williams, Sherill K. and Kathleen A. McGinnis. *Getting the Best from Your Board: An Executive's Guide to a Successful Partnership*. Washington, D.C.: BoardSource, 2007.

This guide offers practical tips and perspectives to help chief executives ignite the partnership and help board performance move from ordinary to extraordinary making the investment worth it.

Yankey, John A. *The Nonprofit Board's Role in Planning and Evaluation*. Washington, DC: BoardSource, 2003.

Discover new ways to measure organizational effectiveness and evaluate the performance of your organization and programs.

MARKETING

Andreasen, Alan R. *Social Marketing in the 21st Century*. Thousand Oaks, CA: Sage Publications, 2005.

This book repositions social marketing so that foundations, government agencies, and various nonprofits will approach social change in a way that reaches both upstream and downstream individuals in society. It outlines potential roles, restates fundamental principles, and then suggests how social marketing might be applied to a sample of nontraditional challenges.

Andresen, Katya. *Robin Hood Marketing: Stealing Corporate Savvy to Sell Just Causes*. San Francisco, CA: Jossey-Bass, Inc., 2006.

This book demystifies winning marketing campaigns by reducing them to ten essential rules and provides examples and simple steps for applying the rules ethically and effectively to good causes of all kinds.

Bernstein, Joanne Scheff and Philip Kotler. *Arts Marketing Insights: The Dynamics of Building and Retaining Performing Arts Audiences*. San Francisco, CA: Jossey-Bass, Inc., 2006.

Because of changes in audience behaviors, many audience development strategies that sustained nonprofit arts organizations in the past are no longer dependable and performing arts marketers face many new challenges in their efforts to build and retain their audiences. *Arts Marketing Insights* offers ideas and information needed to market effectively and efficiently to customers today and into the future.

Burnett, John J. *Nonprofit Marketing Best Practices*. New York, NY: John Wiley & Sons, Inc., 2007.

Nonprofit Marketing Best Practices teaches proven marketing techniques that can help nonprofit organizations stand out among competitors vying for funding, programs, and volunteers.

Daw, Jocelyne. *Cause Marketing for Nonprofits: Partner for Purpose, Passion, and Profits* (AFP Fund Development Series). San Francisco, CA: Jossey-Bass, Inc., 2006.

Cause Marketing for Nonprofits seeks to change the way nonprofits view and execute cause marketing programs.

Hodiak, Diane L., and Michael J. Henley. *Fundraising and Marketing in the One-Person Shop: Achieving Success with Limited Resources*. Minneapolis, MN: Development Resource Center, 2002.

Written to show how the small nonprofit can raise money on a shoestring budget.

Kotler, Phillip, and Alan Andreasen. *Strategic Marketing for Nonprofit Organizations*. Sixth Edition, Englewood Cliffs, NJ: Prentice Hall, 2002.

Examines the concepts of product, price, promotion and distribution, which are employed by corporate marketing departments and explains how they can be translated into effective marketing strategies for nonprofits.

Maxwell, Marnie (Ed.). *Marketing the Nonprofit: The Challenge of Fundraising in a Consumer Culture*. New Directions for Philanthropic Fundraising. Vol. 18. San Francisco, CA: Jossey-Bass, Inc., 1998.

Discusses the issues of the challenge of fundraising in a consumer culture.

Sargeant, Adrian (Ed.). *Direct and Interactive Marketing: New Techniques for Fundraising Success*. New Directions for Philanthropic Fundraising, Vol. 33. San Francisco, CA: Jossey-Bass, Inc., 2002.

This special issue discusses varied aspects of direct and interactive marketing, its role in generating and building donor relationships, the impact of data protection legislation, fundraising trends since 9/11 and “face-to-face” marketing.

Sargeant, Adrian. *Marketing Management for Nonprofit Organizations, Second Edition*. New York, NY: Oxford University Publications, 2005.

The second edition of *Marketing Management for Nonprofit Organizations* provides a comprehensive overview of how the principles of marketing may be applied to nonprofit organizations. It contains an introduction to marketing and provides a framework for nonprofit planning.

NONPROFIT MANAGEMENT

7 Measures of Success: What Remarkable Associations Do That Others Don't.

Washington, D.C.: American Society of Association Executives, 2006.

Based on 15 years of data and original, objective research tailored to the association community's needs *7 Measures of Success* provides empirical data and seven success factors common among visionary nonprofits.

American Bar Association. *Guide to Nonprofit Corporate Governance in the Wake of Sarbanes-Oxley*. Chicago, IL: American Bar Association, 2006.

Written for directors of nonprofit organizations, this guidebook provides a complete overview of the major reforms enacted or triggered by the Sarbanes-Oxley Act, including governance reforms promulgated by the SEC and the Stock Exchanges. Also included are 10 key governance principles derived from such reforms, and the potential challenges and benefits of applying such principles in the nonprofit context are discussed.

Anheier, Helmut K. *Nonprofit Organizations Theory, Management, Policy*. New York, NY: Routledge, 2005.

Systematic in its treatment of theories, management approaches and policy analysis of the nonprofit field, this book methodically introduces central terms such as philanthropy, charity, community and the public good.

Austin, James E. *The Collaboration Challenge: How Nonprofits and Business Succeed Through Strategic Alliances*. San Francisco, CA: Jossey-Bass, Inc., 2000.

Learn how to develop and manage strategic alliances that are effective and mutually advantageous with this practical framework. The author uses more than fifteen collaborations that can be analyzed for common traits of distinctive alliances.

Avner, Marcia. *The Lobbying and Advocacy Handbook for Nonprofit Organizations: Shaping Public Policy at the State and Local Level*. St. Paul, MN: Amherst H. Wilder Foundation, 2002.

Written for the experienced and the novice person involved in lobbying, the author uses worksheets, samples, and suggested resources to create effective lobbying strategies for the nonprofit organization.

Barber, Putnam (Ed.). *Accountability: A Challenge for Charities and Fundraisers*. New Directions for Philanthropic Fundraising. Vol. 31. San Francisco, CA: Jossey-Bass, Inc., 2001.

Discussion of nonprofits and accountability to the donor, the legal powers of donor, along with the role of the national Center for Charitable Statistics in developing data for accountability.

Barbeito, Carol L. *Human Resource Policies and Procedures for Nonprofit Organizations*. San Francisco, CA: Jossey-Bass, Inc., 2006.

This book discusses organizational policies and procedures, nondiscrimination/affirmative action, recruitment, hiring, termination, compensation, supervision, employment conditions, administration, and volunteer policies--the framework for developing a comprehensive human resource management system for paid employees, volunteer workers, and outsourced work.

Boris, Elizabeth T. and C. Eugene Steuerle. *Nonprofits and Government, Second Edition*. Washington, D.C.: Urban Institute Press, 2006.

Nonprofits and Government is the first comprehensive, multidisciplinary exploration of nonprofit-government relations. Issues addressed include nonprofit advocacy, direct regulatory and tax policy, the conversion of nonprofits to for-profits, clashes in government interaction with religion and the arts, and international nonprofit-government relationships.

Burlingame, Dwight F. *Philanthropy in America: A Comprehensive Historical Encyclopedia (3 Set Volume)*. Santa Barbara, CA: ABC-CLIO, Inc., 2004.
A comprehensive encyclopedia on philanthropy in America. Includes over 200 A-Z entries on individuals, organizations, events, theories, and legislation, with reference to works for further study. Also offers over 75 essential primary source documents, such as the Poor Laws of 1601 and the Filer Commission Report of 1975.

Connors, Tracy Daniel. *The Nonprofit Handbook*, Third Edition. New York, NY: John Wiley & Sons, Inc., 2001.
The Nonprofit Handbook: Management offers proven advice, from experts in the field, on every facet of a nonprofit's daily operations: management and leadership, human resources, benefits, compensation, financial management, marketing and communications, law and regulations.

Cooper, Terry L. *The Responsible Administrator: An Approach to Ethics for the Administrative Role, 5th Edition*. San Francisco, CA: Jossey-Bass, Inc., 2006.
This book includes information on coping with new demands for accountability, as well as new cases and examples, an examination of current issues relevant to administrative ethics, and supplementary materials for professors.

Crosby, Barbara C. and John M. Bryson. *Leadership for the Common Good: Tackling Public Problems in a Shared-Power World, 2nd Edition*. San Francisco, CA: Jossey-Bass, Inc., 2005.
This completely revised and updated edition expands on a proven leadership model and offer new insights and guidance to leaders.

Day, Duane L. *The Effective Advancement Professional: Management Principles and Practices*. Gaithersburg, MD: Aspen Publishers, Inc., 1998.
With case studies, forms, checklists and guidelines, this book is packed with practical advice and information on management for the advancement professional.

Dees, J. Gregory, Jed Emerson and Peter Economy. *Strategic Tools for Social Entrepreneurs: Enhancing the Performance of Your Enterprising Nonprofit*. San Francisco, CA: Jossey-Bass, Inc., 2002.
Strategic Tools for Social Entrepreneurs provides a set of practical tools for putting the lessons of business entrepreneurship to work in a nonprofit organization. The book offers hands-on guidance that helps social sector leaders hone their entrepreneurial skills and carry out their social missions more effectively.

Dropkin, Murray and James Halpin. *Bookkeeping for Nonprofits: A Step-by-Step Guide to Nonprofit Accounting*. San Francisco, CA: Jossey-Bass, Inc., 2005.

Bookkeeping for Nonprofits is a hands-on guide that offers nonprofit leaders, managers, and staff the tools they need to create and maintain a complete and accurate set of accounting records. This much-needed resource provides those with little or no bookkeeping experience with practical advice in a highly accessible format.

Drucker, Peter F. *The Drucker Foundation Self-Assessment Tool: Participant Workbook*. San Francisco, CA: Jossey-Bass, Inc., 1998.

This useful and dynamic tool has been helping nonprofit boards, executives, and teams to rediscover the direction and potential of their organizations since 1993. The workbook presents thought-provoking introductions and easy-to-follow worksheets and should be used with Gary J. Stern's Process Guide.

Drucker, Peter F. *Managing the Non-Profit Organization: Principles and Practices*. New York, NY: HarperInformation, 1999.

This guide has clear and knowledgeable advice on the tasks, responsibilities, and practices non-profit organizations need to follow for effective management.

Dym, Barry Michael and Harry Hutson. *Leadership in Nonprofit Organizations: Lessons From the Third Sector*. Thousand Oaks, CA: Sage Publications, 2005.

Leadership in Nonprofit Organizations is about exemplary leadership as found in both corporate and nonprofit organizations. Taking a fresh approach to the study of leadership, the authors perform research in nonprofits both to understand and appreciate their complexities and to reach conclusions about the nature of leadership in any context, including for-profit and governmental entities.

Feinglass, Art. *Public Relations for Nonprofits: A Comprehensive Guide and Resource*. San Francisco, CA: Jossey-Bass, Inc., 2005

This helpful guide explains key PR theory and provides basic guides, checklists, and practical, step-by-step advice. It illustrates concepts with a wealth of examples and case studies drawn from successful actual campaigns from a wide range.

Fishman, James J. and Stephen Schwarz. *Fishman and Schwarz's Nonprofit Organizations, Cases and Materials, 3d (University Casebook Series)*. New York, NY: The Foundation Press, 2001.

Coverage of the many significant developments since the last edition, including new cases on deviation, donor standing and the duty of loyalty, an in-depth discussion of the final intermediate sanctions regulations and other efforts to control excessive insider compensation, revised materials on evolving tax exemption standards for health care providers, and new sections on international grantmaking, disaster relief organizations, and Internet-related issues.

Frumkin, Peter. *Strategic Giving: The Art and Science of Philanthropy*. Chicago, IL: University of Chicago Press, 2006.

This book contends that philanthropy should be seen as both a powerful way to meet public needs and a meaningful way to express private beliefs and commitments. The author demonstrates that finding a way to simultaneously fulfill both of these functions is crucial to the survival of philanthropy and its potential to support pluralism in society, and goes on to identify five essential elements donors must consider when developing a philanthropic strategy.

Gillis, John. *Nonprofit Personnel Policies*. Gaithersburg, MD: Aspen Publishers, Inc., 2006 (Supplemented annually). A manual to guide you in establishing personnel policies. Includes samples and annual supplements.

Herman, Melanie L., George L. Head, Peggy M. Jackson, and Toni E. Fogarty. *Managing Risk in Nonprofit Organizations: A Comprehensive Guide*. San Francisco, CA: Jossey Bass, 2004.

Nonprofit Organizations explains and defines risk management, especially as it applies to nonprofits. It provides comprehensive guidance on such topics as identifying risk, prioritizing risk, selecting appropriate risk management techniques, implementing risk management techniques, monitoring risk management, and financing.

Herman, Robert D. and Associates. *The Jossey-Bass Handbook of Nonprofit Leadership and Management, 2nd Edition*. San Francisco, CA: Jossey-Bass, Inc., 2004.

The Jossey-Bass Handbook of Nonprofit Leadership and Management offers a comprehensive and in-depth description of the most effective leadership and management practices that can be applied throughout a nonprofit organization. Includes practical advice on board development, strategic planning, lobbying marketing, government contracting, volunteer programs, fund-raising, financial accounting, compensation and benefits programs, and risk management.

Hesselbein, Frances and Marshall Goldsmith. *The Leader of the Future 2: Visions, Strategies, and Practices for the New Era*. Jossey Bass, 2006.

The Leader of the Future 2 celebrates the wisdom of some of the most recognized thought leaders of our day who share their unique vision of leadership for the future.

Hopkins, Bruce R. *Starting and Managing a Nonprofit Organization: A Legal Guide, 4th Edition*. San Francisco, CA: Jossey-Bass, Inc., 2004.

This reference offers information on key legal aspects of starting and operating a nonprofit organization—from receiving and maintaining tax-exempt status to tips for successful management practices. Completely revised and expanded, the third edition features updated information on changes in law, rules, and regulations governing the nonprofit sector, and provides information on corporate, tax, and fundraising laws.

Hudson, Mike. *Managing at the Leading Edge: New Challenges in Managing Nonprofit Organizations*. San Francisco, CA: Jossey-Bass, Inc., 2005.

English nonprofit expert Mike Hudson offers an outsider-looking-in guide to how nonprofits in the U.S. can be more effective. He spent a year investigating what does and does not work in U.S. nonprofits and has distilled the best practices from these organizations into practical advice and guidance on how to successfully manage a nonprofit organization.

Jackson, Peggy M. and Toni E. Fogarty. *Sarbanes-Oxley and Nonprofit Management: Skills, Techniques, and Methods*. San Francisco, CA: Jossey-Bass, Inc., 2006.

This combination reference/workbook offers a structured description of Sarbanes-Oxley and its implications for nonprofits. Detailed discussions on governance, including financial literacy for board members, new standards of accountability for boards, and best practices for nonprofit management.

Koenig, Bonnie. *Going Global for the Greater Good: Succeeding as a Nonprofit in the International Community*. San Francisco, CA: Jossey-Bass, Inc., 2004.

Going Global for the Greater Good looks at the way nonprofits—of any size—can increase their impact and better achieve their missions by engaging in the international community.

Landskroner, Ronald A. *The Nonprofit Manager's Resource Directory, 2nd Edition*. New York, NY: John Wiley & Sons, Inc., 2001.

This book is written for the nonprofit manager, with extensive coverage in most areas of nonprofit management. Contains a comprehensive and easy to use guide.

La Piana Associates. *Nonprofit Mergers Workbook Part II: Unifying the Organization after a Merger*. St. Paul, MN: Fieldstone Alliance, 2004.

Nonprofit Mergers Part II helps organizations create a comprehensive plan to achieve integration. It addresses large, strategic issues as well as small practical ones.

Lawrence, Barbara and Outi Flynn. *The Nonprofit Policy Sampler, Second Edition*. Washington, D.C.: BoardSource, 2006.

The Nonprofit Policy Sampler is designed to help board and staff leaders advance their organizations, make better collective decisions, and guide individual actions and behaviors. Provides key elements and practical tips for 48 topic areas, along with 241 sample policies, job descriptions, committee charters, codes of ethics, board member agreements, mission and vision statements, and more.

Light, Paul C. *Pathways to Excellence: Achieving and Sustaining High Performing Organizations in the Nonprofit Sector*. Washington, DC: Brookings Institution Press, 2002.

This book is based on 250 interviews with leaders of the nonprofit world and reveals the characteristics of effective organizations.

Linden, Russell M. *Working Across Boundaries: Making Collaboration Work in Government and Nonprofit Organizations*. San Francisco, CA: Jossey-Bass, Inc., 2002.

Working Across Boundaries is a guide for nonprofit and government professionals who want to learn the techniques and strategies of successful collaboration.

Mattessich, Paul W., Marta Murray-Close and Barbara R. Monsey. *Collaboration: What Makes It Work, 2nd Ed.* St. Paul, MN: Fieldstone Alliance, 2004.

A new look at what makes collaborations successful.

Mook, Laurie, Jack Quarter and Betty Jane Richmond. *What Counts: Social Accounting for NonProfits and Cooperatives*. Upper Saddle River, NJ: Prentice Hall, 2003.

Social accounting focuses on the effects of an organization on its communities of interest. This book looks at how nonprofits and cooperatives create value and how they can measure their social performance.

Moyers, Richard L. *The Nonprofit Chief Executive's Ten Basic Responsibilities*. Washington, D.C.: BoardSource, 2006.

The Nonprofit Chief Executive's Ten Basic Responsibilities discusses all the chief executive's responsibilities, including supervising staff, overseeing operations, and supporting the board. The 10 sections acknowledge the breadth and complexity of the chief executive's role, and can serve as benchmarks and guideposts for those chief executives who want to explore specific aspects of their responsibilities in greater depth.

Mussoline, Mary Louise (Ed.). *Small Nonprofits: Strategies for Fundraising Success*. New Directions for Philanthropic Fundraising. Vol. 20. San Francisco, CA: Jossey-Bass, Inc., 1998.

Covers the issues of strategies for fundraising success. This practical guide for the small nonprofit covers such topics as the importance of the board, staffing, building a fundraising base, income planning and more.

Niven, Paul R. *Balanced Scorecard Step-by-Step for Government and Nonprofit Agencies*. New York, NY: John Wiley & Sons, Inc., 2003.

Focusing directly on the public and not-for-profit sectors, this book helps organizations overcome the unique challenges they face when implementing a Balanced Scorecard.

Nonprofit Organization Management: Forms, Checklists & Guidelines. Gaithersburg, MD: Aspen Publishers, Inc. (Supplemented annually).

This manual is the result of an extensive review of current best practices for the nonprofit manager. It is a proven management tool that is supplemented annually.

Poister, Theodore H. *Measuring Performance in Public and Nonprofit Organizations*. San Francisco, CA: Jossey-Bass, Inc., 2003.

In recent years, a commitment to increased accountability and improved performance has become essential in both governmental agencies and nonprofit organizations. To help managers and executives in their ongoing quest for greater accountability and improved performance, this book offers a comprehensive resource for designing and implementing effective performance measurement systems at the agency level.

Senger, JoAnn. *Designing a Not-for-Profit Compensation System*. San Francisco, CA: Jossey-Bass, Inc., 2005.

A step-by-step method to help human resource professionals design and manage a successful compensation system for any public or not-for-profit organization.

Siegel, Jack B. *A Desktop Guide for Nonprofit Directors, Officers, and Advisors: Avoiding Trouble While Doing Good*. San Francisco, CA: Jossey-Bass, Inc., 2006.

How to keep any nonprofit out of trouble, running smoothly, and accomplishing its mission

Simon, Judith Sharken, with J. Terence Donovan. *The Five Life Stages of Nonprofit Organizations: Where You Are, Where You're Going, and What to Expect When You Get There*. St. Paul, MN: Amherst H. Wilder Foundation, 2001.

An in-depth look at the life cycle of a nonprofit.

Skjegstad, Joy. *Starting a Nonprofit at Your Church*. Herndon, VA: The Alban Institute, 2002.

This book outlines the step-by-step procedures for setting up a 501(c)3 nonprofit organization connected to a congregation using simple, easy-to-understand terminology and examples from churches that have already taken on this task.

Snyder, Gary R. *Nonprofits on the Brink: How Nonprofits have lost their way and some essentials to bring them back*. Lincoln, NE: iUniverse, 2006.

Nonprofits: On the Brink will help those involved in the nonprofit sector to identify and repair problems within the organization.

Stern, Gary L. *The Drucker Foundation Self-Assessment Tool: Process Guide*. San Francisco, CA: Jossey-Bass, Inc., 1998.

This guide is a companion book to the Drucker's Participant Workbook and will provide step-by-step guidelines and resources for the nonprofit organizations work for maximizing their potential.

Tromble, William W. *Excellence in Advancement: Applications for Higher Education and Nonprofit Organizations*. Gaithersburg, MD: Aspen Publishers, Inc., 1998.

This is the essential working reference for anyone involved in the competitive and ever-changing arena of institutional advancement.

Vogel, Brian H. and Charles W. Quatt, Ph.D. *Dollars and Sense: The Nonprofit Board's Guide to Determining Chief Executive Compensation*. Washington, D.C.: BoardSource, 2005.

Dollars and Sense: The Nonprofit Board's Guide to Determining Chief Executive Compensation explains how nonprofits of all types can increase the transparency and integrity of chief executive compensation practices as part of their stewardship of the public trust.

Williams, Sherill K. and Kathleen A. McGinnis. *Getting the Best from Your Board: An Executive's Guide to a Successful Partnership*. Washington, D.C.: BoardSource, 2007.

For the chief executive, a successful board partnership involves working for, working with, and working the board, some times taking more of the chief executive's time than anticipated. This guide offers practical tips and perspectives to help chief executives ignite the partnership and help board performance move from ordinary to extraordinary making the investment worth it.

Wilcox, Pamela J. *Exposing the Elephants: Creating Exceptional Nonprofits*. San Francisco, CA: Jossey-Bass, Inc., 2006.

Exposing the Elephants reveals the 'pesky pachyderms' that block the way to full effectiveness in nonprofit management.

Zack, Gerald M. *Fraud and Abuse in Nonprofit Organizations: A Guide to Prevention and Detection*. New York, NY: John Wiley & Sons, Inc., 2003.

With this comprehensive guide, gain insight into the most common fraud and abuse schemes committed against nonprofit organizations and how to detect them. You'll also learn the ins and outs of fundraising fraud and improper financial reporting to donors and grantors.

STRATEGIC PLANNING

Allison, Michael and Jude Kaye. *Strategic Planning for Nonprofit Organizations. A Practical Guide and Workbook, Second Edition*. Hoboken, NJ: John Wiley & Sons, 2004.

Packed with real-world insights, planning tips, common misperceptions, pitfalls to avoid, and other useful pointers, this Second Edition and its companion CD-ROM make planning easy for nonprofit managers by providing a six-step approach to strategic planning, field-tested worksheets, and a real-life case study that takes readers through the entire process of successfully creating and implementing a strategic plan.

Barry, Bryan W. *Strategic Planning Workbook for Nonprofit Organizations*. St. Paul, MN: Amherst H. Wilder Foundation. (Revised and updated), 1997.

A step-by-step guide to strategic planning. Section I of the workbook defines strategic planning and provides a framework for the five planning stages. Section II describes the five steps in developing a plan for your organization. Includes examples and tips to assist the process. The last portion of the book contains blank worksheets for actual planning use.

Bryson, John M., and Farnum K. Alston. *Creating and Implementing Your Strategic Plan: A Workbook for Public and Nonprofit Organizations, 2nd Edition*. San Francisco, CA: Jossey-Bass, Inc., 2004.

This indispensable workbook includes easy-to-understand worksheets and clear instructions for creating a strategic plan tailored to the needs of the individual organization. From setting up the meeting room to establishing a vision of the future, every step of the strategic planning process is covered.

Bryson, John M. *Strategic Planning for Public and Nonprofit Organizations: A Guide to Strengthening and Sustaining Organizational Achievement, 3rd Edition*. San Francisco, CA: Jossey-Bass, Inc., 2004.

This new edition features the proven planning process “Strategy Change Cycle”, specific tools and techniques to make the process work in any organization, new material on creating public value, stakeholder analysis, strategy mapping, balanced scorecards, collaboration, and more.

McLaughlin, Thomas A. *Nonprofit Strategic Positioning: Decide Where to Be, Plan What to Do*. San Francisco, CA: Jossey-Bass, Inc., 2006.

The first nonprofit-oriented book to describe strategic positioning as an alternative to traditional strategic planning.

NONPROFIT FINANCIAL AND LEGAL ASPECTS

Applied Research and Development Institute International, Inc. Nonprofit Compensation and Benefits Practices. New York, NY: John Wiley & Sons, Inc., 1998.

This book presents data and summaries of compensation packages in the private, government, and nonprofit sectors. Cost control and budget constraints are considered as it examines strategies such as bonuses, raises, creative work schedules (from job-sharing to flex time), non-cash compensation, and more.

Bater, Paul, Frits Hondius, and Penina Lieber. *The Tax Treatment of NGOs: Legal, Fiscal and Ethical Standards for Promoting NGOs and their Activities*. International Law Publications, 2003.

Most national taxation regimes afford certain privileges to non-governmental non-profit organizations of public benefit. However, cross-border extension of such privileges has failed to materialize in any significant way, despite various efforts and the existence of model treaty provisions and even draft NGO multilateral tax treaties. The expert authors whose work is assembled in this book offer rich perspectives on this issue.

Battersby, Gregory J. and Charles W. Grimes. *Licensing Royalty Rates*, 2006 Edition. Frederick, MD: Aspen Publishers, 2006.

Licensing Royalty Rates provides the in-depth guidance on determining a proper royalty rate.

Blazek, Jody. *990 Handbook: A Line-By-Line Approach*. San Francisco, CA: Jossey-Bass, Inc., 2001.

This is a hands-on workbook that walks the nonprofit leader through the process of achieving and maintaining exempt status for their nonprofit organization. It covers a wide spectrum of information regarding most subjects a nonprofit manager or board member would need with regards to being in compliance with federal regulations.

Blazek, Jody. *Financial Planning for Nonprofit Organizations*. San Francisco, CA: Jossey-Bass, Inc., 2000.

This book provides the reader with practical, proven strategies for making financial management a more streamlined, effective process for nonprofits of all types and sizes.

Blazek, Jody. *IRS Form 990: Tax Preparation Guide for Nonprofits, Revised Edition*. San Francisco, CA: Jossey-Bass, Inc., 2004.

Hands-on guidance to help nonprofits through tax filing, including worksheets on concerns such as tax-exempt eligibility, reporting to the IRS, and tax compliance. Comprehensive, line-by-line instructions and checklists containing major tax compliance issues are supplied.

Blazek, Jody. *IRS Form 1023 Tax Preparation Guide*. San Francisco, CA: Jossey-Bass, Inc., 2005.

Line-by-line tips and instructions to successfully file Form 1023, including strategies for obtaining IRS recognition of tax-exempt status as a charitable organization including a Suitability Checklist to evaluate viability of making application

Blazek, Jody. *Tax Planning and Compliance for Tax-Exempt Organizations: 2007 Cumulative Supplement, 4th Edition*. San Francisco, CA: Jossey-Bass, Inc., 2007. From qualifying and applying for tax-exempt status, to maintaining and managing. This volume is an indispensable guide through the complex maze of nonprofit tax rules and regulations and provides clear, concise instructions for filing Form 990s and other important IRS forms and documents.

Bookman, Mark. *Protecting Your Organization's Tax-Exempt Status: A Guide for Nonprofit Managers*. San Francisco, CA: Jossey-Bass, Inc., 1998. Provides nonprofit leaders with a comprehensive examination of federal, state, and local laws affecting nonprofit organizations and recommends actions nonprofits can take to protect their organization's tax-exempt status.

Brinckerhoff, Peter C. *Financial Empowerment: More Money for More Mission*. San Francisco, CA: Jossey-Bass, Inc., 1998. This hands-on guide is packed with practical strategies and useful worksheets to help your organization get more funds from current sources, develop new funding sources, and keep more of what you've made.

Bryce, Herrington J. *Financial and Strategic Management for Nonprofit Organizations: A Comprehensive Reference to Legal, Financial, Management, and Operations Rules and Guidelines for Nonprofits*. San Francisco, CA: Jossey-Bass, Inc., 2000. An encyclopedic account of all the key financial, legal, and managerial issues facing nonprofit executives.

Dabel, Gregory J. *Saving Money in Nonprofit Organizations: More Than 100 Money-Saving Ideas, Tips, and Strategies for Reducing Expenses Without Cutting Your Budget*. San Francisco, CA: Jossey-Bass, Inc., 1998. A straightforward, no-nonsense guide to streamlining spending for the nonprofit organization. Managers, staff, and board members can all use this resource to improve the bottom line.

Dropkin, Murray, and Bill LaTouche. *The Budget Building Book: A Step-by-Step Guide for Nonprofit Managers and Boards*. San Francisco, CA: Jossey-Bass, Inc., 1998. This one-source budgeting tool kit is specifically designed to give nonprofits everything they need to prepare, approve, and implement their own budgets. It is a start-to-finish guide that is comprehensive and easy to use. It provides smaller nonprofit budgeters and non-financial nonprofit managers with a simple, systematic method to create, maintain, and track their budget. Examples, to-do lists, worksheets, schedules, and other hands-on tools help readers get down to work.

Dropkin, Murry, and Allyson Hayden. *The Cash Flow Management Book for Nonprofits: A Step-by-Step Guide for Managers, Consultants, and Boards*. San Francisco, CA: Jossey-Bass, Inc., 2001.

This will show you how your nonprofit organization can use cash flow as a powerful strategic tool. Learn step-by-step how to create a plan for cash flow management and how to use this plan to develop strategies for the day-to-day and long-term financial planning.

Fry, Jr., Robert P. *Nonprofit Investment Policies: Practical Steps for Growing Charitable Funds*. New York, NY: John Wiley & Sons, Inc., 1998.

Covered topics include endowment management, planned gift assets, socially responsible investing and more.

Greenfield, James M. *Fundraising Cost Effectiveness: A Self-Assessment Workbook*. New York, NY: John Wiley & Sons, Inc., 1996.

This book helps fundraising professionals ensure that their departments and campaigns are as efficient and cost-effective as possible. This comprehensive step-by-step guide to evaluating the fund development process explains the basic techniques and practical tools for carrying out a fundraising performance evaluation.

Gross, Jr., Malvern J., John H. McCarthy, and Nancy E. Shelmon. *Financial and Accounting Guide for Not-for-Profit Organizations, 7th Edition*. San Francisco, CA: Jossey-Bass, Inc., 2005.

This *Seventh Edition* is filled with authoritative advice on the financial reporting, accounting, and control situations unique to not-for-profit organizations. It contains discussions of the accounting and reporting guidelines for different types of organizations, complete guidance on tax and compliance reporting requirements, illustrated explanations of various types of acceptable financial statements, and more.

Gross, Malvern J., and John H. McCarthy, and Nancy E. Shelmon. *Financial and Accounting Guide for Not-for-Profit Organizations: 2006 Supplement, 7th Edition*. San Francisco, CA: Jossey-Bass, Inc., 2006.

The 2006 supplement includes the following updates: Chapter 15 was expanded to include the disclosure required by GASB Statement 40, *Deposit and Investment Risk Disclosures, an amendment of GASB 3*; Chapter 26 on Investments has been expanded to address Auditing Interpretations 9328, *Auditing Fair Value Measurements*, and 9332, *Auditing Derivative Instruments, Hedging Activities, and Investments in Securities*; Chapter 29 provides a summary of the changes to the OMB Compliance Supplement. Appendix D: *Summary of Emerging Issues for Not-for-Profit Organizations* highlights accounting, financial reporting, tax and regulatory compliance issues including their potential impact.

Gross, Jr., Malvern J. *Financial and Accounting Guide for Not-for-Profit Organizations: 2007 Cumulative Supplement, 7th Edition*. San Francisco, CA: Jossey-Bass, Inc., 2007.

This *Seventh Edition* is filled with authoritative advice on the financial reporting, accounting, and control situations unique to not-for-profit organizations. It contains discussions of the accounting and reporting guidelines for different types of organizations, complete guidance on tax and compliance reporting requirements, illustrated explanations of various types of acceptable financial statements, and much more.

Hankin, JoAnn, Alan G. Seidner, and John T. Zietlow. *Financial Management for Nonprofit Organizations*. New York, NY: John Wiley & Sons, Inc., 1998.

This cash management and investment handbook helps nonprofit managers from diverse backgrounds learn to manage their organizations' money. The book includes a disk with spreadsheet solutions to common financial management problems.

Harding, Jr., Bertrand M. *The Tax Law of Colleges and Universities: 2007 Cumulative Supplement, 2nd Edition*. San Francisco, CA: Jossey-Bass, Inc., 2006.

The 2007 Cumulative Supplement includes the updates on the following topics: Intermediate sanctions regulations, Early retirement payments, Corporate sponsorship regulations, Student FICA regulations/new safe harbor, Tuition reporting regulations, Job-related tuition waivers, Ancillary joint venture guidance, New deferred compensation requirements under section 409A

Hopkins, Bruce R. *650 Essential Nonprofit Law Questions Answered*. San Francisco, CA: Jossey-Bass, Inc., 2005.

Authoritative answers to the most important questions on business, tax, legal, and fundraising practices for nonprofit organizations

Hopkins, Bruce R. *Charitable Giving Law Made Easy*. San Francisco, CA: Jossey-Bass, Inc., 2006.

This guide presents in-depth discussions on such hot topics as the timing of charitable deductions, estate and gift tax considerations, special property rules, and planned giving. It also includes crucial information on deduction reduction rules, the twice-basis deductions, uses of life insurance, and international charitable giving.

Hopkins, Bruce R. *Starting and Managing a Nonprofit Organization: A Legal Guide, 4th Edition*. San Francisco, CA: Jossey-Bass, Inc., 2004.

This reference offers information on key legal aspects of starting and operating a nonprofit organization—from receiving and maintaining tax-exempt status to tips for successful management practices. Completely revised and expanded, the third edition features updated information on changes in law, rules, and regulations governing the nonprofit sector, and provides you with clear information on corporate, tax, and fundraising laws.

Hopkins, Bruce R. *The First Legal Answer Book for Fundraisers*. New York, NY: John Wiley & Sons, Inc., 2000.

This book presents sophisticated legal advice on creative strategies for enhancing and expanding nonprofit's activities.

Hopkins, Bruce R. *The Law of Fundraising* (3rd Ed.). New York, NY: John Wiley & Sons, Inc., 2002.

This is the first and only book to tackle the increasingly complex maze of fundraising regulations. It details federal and state laws, with an emphasis on administrative, tax, and constitutional law. It also explains state and federal rules impacting the responsibilities of fundraising professionals, as well as explores compliance issues, prospective laws, and regulatory trends.

Hopkins, Bruce R. *The Law of Fundraising: 2006 Cumulative Supplement, 3rd Edition*. San Francisco, CA: Jossey-Bass, Inc., 2006.

The 2006 Cumulative Supplement contains updates on law aspects of charitable fundraising by means of the Internet; intermediate sanctions rules; corporate sponsorship rules; IRS Implementing Guidelines for government fiscal years 2002 to 2006; and litigation relating to the national do-not-call registry rules

Hopkins, Bruce R. *The Law of Fundraising: 2007 Cumulative Supplement, 3rd Edition*. San Francisco, CA: Jossey-Bass, Inc., 2007.

This updated and expanded edition is the only book to tackle the increasingly complex maze of federal and state fundraising regulations. It details federal and state laws, with an emphasis on administrative, tax, and constitutional law. It also explains state and federal rules impacting the responsibilities of fundraising professionals.

Hopkins, Bruce R. *The Law of Tax-Exempt Organizations, 9th Edition*. San Francisco, CA: Jossey-Bass, Inc., 2007.

Written in plain English and supplemented annually, *The Law of Tax-Exempt Organizations, Ninth Edition* can help the lawyers and managers of tax-exempt organizations make sure that they are up-to-date on all current regulations pertaining to tax-exempt organizations, and well-prepared to make decisions about their organization's actions and future.

Hopkins, Bruce R. *The Legal Answer Book for Nonprofit Organizations*. San Francisco, CA: Jossey-Bass, Inc., 1998.

This comprehensive reference guide provides the reader with concise, authoritative answers to the most frequently asked questions concerning the business, tax, legal, and fundraising practices of nonprofit organizations.

Hopkins, Bruce R. *Nonprofit Law Made Easy*. San Francisco, CA: Jossey-Bass, Inc., 2005.

Nonprofit Law Made Easy presents in-depth discussions on such hot topics as acquiring and maintaining tax-exempt status, reporting requirements, charitable giving, disclosure requirements, unrelated business activities, fundraising, corporate governance principles, and board member liability. It also includes crucial information on avoiding nonprofit law traps and navigating governance and liability issues.

Hopkins, Bruce R. *Planning Guide for The Tax Law of Tax-Exempt Organizations: Strategies and Commentaries*. San Francisco, CA: Jossey-Bass, Inc., 2004.

This companion to *The Law of Tax-Exempt Organizations, Eighth Edition* offers a wide variety of practical planning tips, guidance, and information that can help professional advisors better serve their nonprofit clients.

Hopkins, Bruce R. *The Second Legal Answer Book for Nonprofit Organizations*. New York, NY: John Wiley & Sons, Inc., 1998.

This book is an indispensable guide to understanding areas of statutes, regulations, and other laws governing tax-exempt organizations. Periodic updates will keep readers informed of the current statutes and regulations in the nonprofit sector, and citations will guide readers to more detailed references.

Hopkins, Bruce R. *The Tax Law of Associations*. San Francisco, CA: Jossey-Bass, Inc., 2006.

The Tax Law of Associations summarizes the law concerning acquisition and maintenance of associations' tax exemption. It explores various other bodies of tax law applicable to exempt associations, including the private inurement doctrine, the intermediate sanctions rules, the lobbying rules, and the unrelated business restrictions. Coverage also includes: the political activities rules, including the use of political action committees by associations; associations' use of for-profit subsidiaries; supporting organizations; involvement in partnerships and other joint ventures; as well as charitable giving and fundraising rules.

Hopkins, Bruce R. *The Tax Law of Charitable Giving*. San Francisco, CA: Jossey-Bass, Inc., 2000.

This second edition provides the reader with the most comprehensive information on the laws, definitions, and forms of various charitable gifts, ranging from art to real estate, and beyond, and is full of detailed documentation and citations.

Hopkins, Bruce R. *Tax Law of Charitable Giving: 2006 Supplement, 3rd Edition*. San Francisco, CA: Jossey-Bass, Inc., 2006.

The 2006 Supplement contains information on the new developments in tax law, including: charitable gifts of intellectual property and motor vehicles; timing of the charitable deduction in connection with gifts of stock options; gifts where the donor retains the ability to manage the gift property; final regulations concerning the charitable remainder trust characterization and ordering rules; a controversial proposal concerning the impact of spousal elective share laws on the qualification of charitable remainder trusts; and enactment of the Katrina Emergency Tax Relief Act of 2005.

Hopkins, Bruce R. *The Tax Law of Charitable Giving: 2007 Cumulative Supplement, 3rd Edition*. San Francisco, CA: Jossey-Bass, Inc., 2007.

The Third Edition of this book has been completely revised and updated. Written in plain English, this book can help the lawyers, managers, and development directors of tax-exempt organizations make sure that they are up-to-date on all current regulations pertaining to charitable gifts, and that they are well-prepared to make decisions about their organization's fund-development program.

Hopkins, Bruce R. *The Tax Law of Unrelated Business for Nonprofit Organizations*. San Francisco, CA: Jossey-Bass, Inc., 2006.

The Tax Law of Unrelated Business for Nonprofit Organizations is a comprehensive guide to the tax law of unrelated businesses for tax-exempt organizations.

Hopkins, Bruce R., and Jody Blazek. *The Legal Answer Book for Private Foundations*. New York, NY: John Wiley & Sons, Inc., 2001.

Written in clear and easy to understand language this book will enable the managers and trustees of private foundations to navigate the increasingly complex tax laws and reporting procedures for the private foundation.

Hopkins, Bruce R. and Judy Blazek. *Private Foundations: Tax Law and Compliance, 2006 Cumulative Supplement, 2nd Edition*. San Francisco, CA: Jossey-Bass, Inc., 2006.

The 2006 Cumulative supplement includes the following updates: 2005 version of Form 990-PF, filled in to illustrate reporting issues, is included in Chapter 12. The IRS has substantially revised the application for recognition of exemption filed by private foundations (and other charitable organizations), Form 1023. This application is included in supplemental materials for Chapter 2, along with some details about preparation of the form and some traps inherent therein. Discussion of application of self-dealing rules, the personal services exception, the exception for incidental benefits, and foundation-funded disaster relief programs.

Hyatt, Thomas K. and Bruce R. Hopkins. *The Law of Tax-Exempt Healthcare Organizations: 2007 Cumulative Supplement, 2nd Edition*. San Francisco, CA: Jossey-Bass, Inc., 2007.

This book provides a comprehensive, one-volume source of detailed information on federal, state, and local laws covering tax-exempt healthcare organizations. It tackles complex legal issues by providing plain-English explanations and the appropriate legal citations for further research.

Intermediate Sanctions: What you need to know about the proposed IRS regulations. Washington, D.C.: Independent Sector, 2002.

This booklet helps your organization interpret and apply new regulations from the IRS clarifying “intermediate sanctions”—the penalties the IRS can levy against nonprofit trustees and executives who receive or authorize salaries or contracts deemed excessive.

Lang, CPA, Andrew S., and Laurie A. Rocha, CPA. *How to Read Nonprofit Financial Statements*. Washington, DC: American Society of Association Executives (ASAE), 2000.

A reference tool for understanding, line-by-line, the process of reading and understanding nonprofit financial statements.

Larkin, Richard and Marie DiTommaso. *Wiley Not-For-Profit Accounting Field Guide 2003*. San Francisco, CA: Jossey-Bass, Inc., 2003.

Here is a quick reference guide to the unique accounting and financial issues facing nonprofit organizations today. Its small design allows it to be carried in a briefcase or pocket. It is written in clear and concise language and follows the fundamental GAAP accounting principles.

Larkin, Richard and Marie DiTommaso. *Wiley Not-for-Profit GAAP 2006: Interpretation and Application of Generally Accepted Accounting Principles for Not-for-Profit Organizations*. San Francisco, CA: Jossey-Bass, Inc., 2006.

Wiley Not-for-Profit GAAP 2006 is a comprehensive, easy-to-use guide to the accounting and financial reporting principles used by not-for-profit organizations. It is written with the needs of the financial statement preparer, user, and attestor in mind. It provides a complete review of the authoritative accounting literature that impacts all types of not-for-profit organizations and provides examples and illustrations.

The Law Firm of Caplin & Drysdale. *Intermediate Sanctions*. Washington, DC: INDEPENDENT SECTOR, 1998.

This booklet helps your organization interpret and apply newly proposed regulations from the IRS clarifying “intermediate sanctions”, which are the penalties the IRS can levy against nonprofit trustees and executives who receive or authorize salaries or contracts deemed excessive.

Light, Paul C. *Making Nonprofits Work: A Report on the Tides of Nonprofit Management Reform*. Washington, DC: The Brookings Institution Press, 2000.

This new report reviews four current trends in nonprofit accountability reform. It includes a report on the estimated strength of the each of those four trends, with insight into the remarkable opportunity the third sector has to avoid the excesses and fads that have dominated reform efforts in government and the private sector.

Linzer, Richard, Anna Linzer and Philip Horn. *The Cash Flow Solution: The Nonprofit Board Member's Guide to Financial Success*. San Francisco, CA: Jossey-Bass, Inc., 2006.

In order to achieve their missions, nonprofits need to fundamentally change the way they think about money. This volume introduces an approach to nonprofit financial management based on cash flow and the use of credit that gives nonprofits the money they need, when they need it while ensuring the long-term financial well-being of the organization.

Maddox, David. *Budgeting for Not-For-Profit Organizations*. New York, NY: John Wiley & Sons, Inc., 1999.

Drawing from the author's firsthand nonprofit budgeting experience at two premier non-profit institutions, this practical resource takes you through an in-depth look at the principles of budgeting for a range of nonprofit organizations.

McMillan, Edward J. *Model Policies and Procedures for Not-for-Profit Organizations*. New York, NY: John Wiley & Sons, Inc., 2003.

This guide includes over 150 new model accounting and financial policy documents, as well as forms for such areas as internal control, office administration, and risk reduction.

McMillan, Edward J. *Not-for-Profit Accounting, Tax, and Reporting Requirements*. New York, NY: John Wiley & Sons, Inc., 2003.

McMillan's step-by-step guide helps not-for-profits apply for tax-exempt status, handle IRS audits, set up a wholly owned taxable subsidiary, anticipate tax implications of lobbying expenses, and perform a host of other functions

McMillan, Edward J. *Not-for-Profit Budgeting and Financial Management*. New York, NY: John Wiley & Sons, Inc., 2003.

Take control of your organization's short- and long-term financial plan. Breaks down time-consuming annual budgeting processes into twelve easy-to-manage increments that produce more accurate and effective resource allocation.

McMillan, Edward J. *Preventing Fraud in Nonprofit Organizations*. San Francisco, CA: Jossey-Bass, Inc., 2006.

Preventing Fraud in Nonprofit Organizations is the proactive manual nonprofit organizations need to detect fraud and prevent it from affecting the organization's bottom line and name. With details of hundreds of actual fraud and embezzlement schemes, it provides specific, practical advice on strengthening the areas in which your nonprofit may be most vulnerable.

The New Nonprofit Almanac & Desk Reference. Washington, DC: INDEPENDENT SECTOR, 2002.

This book provides essential analytical information to managers, researchers, and volunteers in the nonprofit sector. It includes data regarding trends, tax laws, salaries, and much more.

Oster, Sharon M., Cynthia W. Massarsky, Samantha L. Beinhacker (Eds.) and Bill Bradley.

Generating and Sustaining Nonprofit Earned Income. San Francisco, CA: Jossey-Bass, Inc., 2004.

Offers advice and insights to help social entrepreneurs improve upon enterprise performance. This guide identifies best practices for generating a reliable income stream and ultimately reducing nonprofit organizations' dependence on traditional sources of funding.

Peters, Jeanne Bell and Elizabeth Schaffer. *Financial Leadership for Nonprofit Executives: Guiding Your Organization to Long-term Success*. St. Paul, MN: Fieldstone Alliance, 2005.

Financial Leadership for Nonprofit Executives gives executives the framework, specific language, and processes to lead with confidence. The volume addresses how to protect and grow the assets of your organization and accomplish as much mission as possible with those resources.

Reider, Robert. *Improving the Economy, Efficiency, and Effectiveness of Nonprofits*. San Francisco, CA: Jossey-Bass, Inc., 2001.

This book offers a unique look inside the workings of foundations and the interaction with grantseeking nonprofits. The author provides a thorough understanding of the relationship between foundations and nonprofit grantseekers.

Robinson, Andy. *Selling Social Change (Without Selling Out): Earned Income Strategies for Nonprofits*. New York, NY: John Wiley & Sons, Inc., 2002.

Earned income ventures are discussed along with practical advice for starting and running such a program.

Ruppel, Warren. *Not-for-Profit Accounting Made Easy*. New York, NY: John Wiley & Sons, Inc., 2002.

This book discusses the issues of accounting fundamentals for those who run financial and accounting operations in nonprofit organizations, but who are not accountants or CPAs. A practical product for basic understanding of the nonprofit accounting system.

Ruppel, Warren. *Not-for-Profit Audit Committee Best Practices*. San Francisco, CA: Jossey-Bass, Inc., 2005.

Due to recent, very public accounting scandals and the resulting Sarbanes-Oxley Act and other regulations, public companies have strict guidance on financial governance and accounting, including the functions and responsibilities of audit committee members. Though not-for-profit organizations are subject to increased scrutiny, there has been no detailed guidance for their audit committees. This book fills the void and helps not-for-profit organizations answer key questions.

Sanders, Michael I. *Joint Ventures Involving Tax-Exempt Organizations, 3rd Edition*. San Francisco, CA: Jossey-Bass, Inc., 2007.

Joint Ventures Involving Tax-Exempt Organizations includes the latest case law, treasury regulations, and IRS rulings to enable nonprofits to maximize their financing without jeopardizing their tax-exempt status.

Sandler, Martin W., and Deborah A. Hudson. *Beyond the Bottom Line: How to Do More With Less in Nonprofit and Public Organizations*. New York, NY: Oxford University Press, 1998.

The authors provide detailed descriptions of nonprofits that are doing more with less, setting the standards of efficiency and service industry-wide. They submit hundreds of practical techniques and strategies that any organization can use.

Schneider, William A., Robert A. DiMeo, and Michael S. Benoit. *The Practical Guide to Managing Nonprofit Assets*. San Francisco, CA: Jossey-Bass, Inc., 2005.

This book offers a straightforward guide to the strategies and administration of investment assets of nonprofit institutions. It relies on the principles of modern portfolio theory in emphasizing asset diversification, performance measurement, and careful manager selection.

Smith, G. Stevenson. *Managerial Accounting for Libraries and Other Not-for-Profit Organizations, Second Edition*. Chicago, IL: American Library Association, 2002.

With more than 50 figures and examples illustrating library-specific scenarios, this step-by-step guide walks nonprofit organizations through the process of forecasting, budgeting, evaluating performance, and analyzing costs.

Step-by-Step: Nonprofit Legal Issues. Washington, D.C.: BoardSource, 2006.

All you need to know about the board's legal responsibilities in one box, including the nonprofit legal landscape, managing conflicts of interest, nonprofit corporate governance in the wake of Sarbanes-Oxley; and guide to bylaws.

Steuerle, C. Eugene. *Contemporary U.S. Tax Policy*. Washington, D.C.: Urban Institute Press, 2004.

Contemporary U.S. Tax Policy offers an insider's look at tax policy. It examines the principles of taxation and the early postwar period before proceeding to a detailed examination of the tax policy battles that began with the "Reagan revolution" in the early 1980s and have continued through the present Bush administration. *Contemporary U.S. Tax Policy* offers the most comprehensive history of this controversial and important subject.

Sumariwalla, Richard D., and Wilson C. Levis. *Unified Financial Reporting System for Not-For-Profit Organizations*. San Francisco, CA: Jossey-Bass, Inc., 2000.

This comprehensive guide is for all nonprofits that are required to comply with financial reporting standards set by IRS Form 990, FASB, and AICPA (GAAP), grantmakers, and the like. It is a guide to improving financial reporting so nonprofits can focus on the business of fulfilling mission, developing essential programs, and serving communities.

Taylor, Caroline. *Writing the Nonprofit Annual Report*. New York, NY: John Wiley & Sons, Inc., 2001.

The author has more than twenty years of experience in writing annual reports. This publication will take you step-by-step through the process of organizing and writing your annual report.

Welytok, Jill Gilbert. *Nonprofit Law & Governance For Dummies*. San Francisco, CA: Jossey-Bass, Inc., 2007.

Nonprofit Law & Governance For Dummies provides needed information about ways to adapt internal control and other governance standards that reflect the accounting rules for NFPs and their special structures. Although NFPs rank this a priority, they have no standards to look to other than those set by the Sarbanes-Oxley Act (SOX). Although SOX does not specifically apply to not-for-profits, it absolutely will be adapted, and several states have proposed legislation similar to SOX for NFPs.

Wilson, Earl R., Susan C. Kattelus, and Jacqueline L. Reck. *Accounting for Governmental and Nonprofit Entities with City of Smithville*. New York, NY: McGraw Hill, 2007.

Accounting for Governmental and Nonprofit Entities presents complete, accurate, and up-to-date coverage of all facets of accounting for governmental and not-for-profit organizations.

Young, Dennis R. (Ed.) *Financing Nonprofits: Putting Theory into Practice*. Lanham, MD: AltaMira Press with National Center on Nonprofit Enterprise, 2006.

Financing Nonprofits draws upon a growing body of scholarship in economics and organizational theory to offer a conceptual framework for understanding this diverse mix of financing sources. By applying theory, readers can understand when a nonprofit organization should pursue particular sources of income and how it should manage its portfolio of income from different sources.

Zietlow, John T. *Cash & Investment Management for Nonprofit Organizations*. San Francisco, CA: Jossey-Bass, Inc., 2007.

Nonprofit CFOs need to have a framework for financial management that facilitates their standing as “proficient financial managers.” *Cash and Investment Management for Nonprofit Organizations* helps managers from diverse backgrounds learn to effectively manage their organization’s money.

Zietlow, John T., Jo Ann Hankin, and Alan G. Seidner. *Financial Management for Nonprofit Organizations: Policies and Practices*. San Francisco, CA: Jossey-Bass, Inc., 2007.

Financial Management for Nonprofit Organizations: Policies and Procedures helps managers from diverse backgrounds learn to manage their organization’s money. It includes detailed explanations of the prudent investor rule, increased scrutiny and accountability of nonprofits; organizational risks and risk management; internal controls climate emanating from Sarbanes-Oxley legislation; revised “watchdog” criteria of effectiveness; financial planning and modeling; strategic management and how it interfaces with finance, along with the much greater involvement in this that is now expected by CFOs; basics of a nonprofit balanced scorecard; financial ratios; how raters view the organization; tax-exempt financing; social enterprise evaluation and financing; and nonprofit accounting.

NONPROFIT ORGANIZATIONS BY CATEGORY

ASSOCIATIONS

Fund Raising for Associations and Association Foundations: ASAE Background Kit.

Washington, DC: American Society of Association Executives, 1994.

A collection of articles on the basics of fundraising, along with tips on legal and tax issues, the role of volunteers, and the different areas of fundraising.

COMMUNITY-BASED ORGANIZATIONS

Advocacy for Social Change in Metropolitan Washington. Washington, D.C.: National Committee for Responsive Philanthropy, 2003.

Though often overshadowed by their more prominent national counterparts, local and regional public policy advocacy groups in the nation's capital are doing vital work while struggling for adequate and appropriate foundation funding. With the support of the Washington Grantmakers' Community Capacity Fund, NCRP surveyed local and regional advocacy groups in the metropolitan Washington area looking into the advocacy infrastructure in the region.

Community-Based Public Foundations: Small Beacons for Big Ideas. Washington, D.C.: National Committee for Responsive Philanthropy, 2005.

Community-Based Public Foundations (CBPFs) are democratic philanthropic grantmaking institutions, functioning as partnerships between donors and community activists, committed to supporting the work of community-based nonprofit organizations engaged in progressive social change organizing addressing the root causes of inequality, lack of opportunity, discrimination and political and economic powerlessness experienced by disadvantaged and disenfranchised populations in our society. This report seeks to raise the profile of CBPFs based on the results of a survey NCRP conducted in late 2002 and early 2003 of CBPFs across the nation.

Hecht, Bennett L. *Developing Affordable Housing: A Practical Guide for Nonprofit Organizations, 3rd Edition.* San Francisco, CA: Jossey-Bass, Inc., 2006.

This book explains how to successfully engage in nonprofit housing development. Topics include how to find the money, how to generate good design and quality construction, and how to improve management—a complete, 'A to Z' approach."

Morse, Suzanne W., *Smart Communities: How Citizens and Local Leaders Can Use Strategic Thinking to Build a Brighter Future.* San Francisco, CA: Jossey-Bass, Inc., 2004.

Based on the results of more than a decade of research by the Pew Partnership for Civic Change, *Smart Communities* provides directions for strategic decision-making and outlines the key strategies used by thousands of leaders who have worked to create successful communities.

EDUCATION

Anderson, Brian C. *A Donor's Guide to School Choice*. Washington, D.C.: Philanthropy Roundtable, 2004.

Duronio, Margaret A., and Bruce A. Loessin. *Effective Fundraising in Higher Education: Ten Success Stories*. San Francisco, CA: Jossey-Bass, Inc., 1991.
Provides detailed synopses of successful fundraising programs at institutions ranging from public two-year colleges to private universities.

Pusser, Brian (Ed.) *Arenas of Entrepreneurship: Where Nonprofit and For-Profit Institutions Compete: New Directions for Higher Education, No. 129*. San Francisco, CA: Jossey-Bass, Inc., 2005.
Presents initial analyses from research currently being conducted under the Emerging Pathways to Access and Success project which demonstrates how entrepreneurial postsecondary institutions are creating and extending opportunities for nontraditional learners who are seeking postsecondary training, credentials, and degrees.

Rosenburg, Harris. *A Handbook of School Fundraising*. London, England: Stylus Publishing, LLC, 1998.
This book examines fundraising strategies to finance educational programs and examines community involvement.

Tromble, William W. *Excellence in Advancement: Applications for Higher Education and Nonprofit Organizations*. Gaithersburg, MD: Aspen Publishers, Inc., 1998.
This is the essential working reference for anyone involved in the competitive and ever-changing arena of institutional advancement.

Worth, Michael J. *New Strategies for Educational Fund Raising*. Westport, CT: Praeger Publishers, 2002.
Sequel to his highly respected and practical book on fundraising (1993), Worth and his contributors cover areas that did not exist in the field in 1993, including the concept of "principal gifts" and "benchmarking". Topics range from raising funds from individuals; creating the campaign, corporate and foundation support; traditions of giving; managing and supporting development programs; and ethical concerns; to trends for the future.

ENVIRONMENT

Bray, Thomas J. *Soaring High: New Strategies for Environmental Giving*. Washington, D.C.: Philanthropy Roundtable, 2005.

FAITH-BASED ORGANIZATIONS

America's Religious Congregations: Measuring Their Contribution to Society.

Washington, D.C.: Independent Sector, 2000.

This publication reports on the variety of activities other than religious worship and education offered by America's religious congregations. The report presents analysis from two national surveys conducted by Independent Sector in 1998 and 1993, as well as data from the biennial survey Giving and volunteering in the United States 1999.

Brinckerhoff, Peter C. *Faith-Based Management: Leading Organizations That Are Based on More than Just Mission.* San Francisco, CA: Jossey-Bass, Inc., 1999.

This book reveals the management techniques and results needed to match the long-term spiritual goals of individual, faith-based organizations, and the larger, possibly worldwide parent organizations.

Brinckerhoff, Peter C. *Mission-Based Management: Leading Your Not-for-Profit Into the 21st Century, Second Edition.* New York, NY: Jossey-Bass, Inc., 2000.

This second edition has been expanded to provide a comprehensive plan for successfully meeting all of the challenges of today's nonprofit manager while remaining true to the overall mission of the organization. This is a workbook and CD-Rom combination and the ideas, suggestions and theories can be applied to your own organization.

Burlingame, Dwight F. (Ed.). *Taking Fundraising Seriously: The Spirit of Faith and Philanthropy.* New Directions for Philanthropic Fundraising. Vol. 35. San Francisco, CA: Jossey-Bass, Inc., 2002.

Gaining a better understanding of the relationship between spiritual motivation and identification in philanthropic practice is the focus for this issue. It is based on viewpoints presented at the 14th Annual Symposium sponsored by the Center on Philanthropy at Indiana University, October 2001. Articles stem from the idea that our underlying spiritual values do, in fact, affect our philanthropy.

Callahan, Kennon L. *Giving and Stewardship in an Effective Church: A Guide for Every Member.* San Francisco, CA: Jossey-Bass, Inc., 1997.

This complete guide to giving and stewardship sheds new light on solid financial resources, one of the 12 keys to building an effective church. Here is a practical plan for the growth and development of giving.

Chaves, Mark and Sharon L. Miller (Eds.). *Financing American Religion.* Walnut Creek, CA: AltaMira Press, 1999.

Readable essays representing the best, most up-to-date research and thinking on the intersections of money & religion.

Durall, Michael. *Beyond the Collection Plate: Overcoming Obstacles to Faithful Giving*. Nashville, TN: Abingdon Press, 2003.

This is a guide to building healthy congregational attitudes and practices toward managing and spending financial resources.

Esau, Jill. *Start and Grow Your Faith-Based Nonprofit: Answering Your Call in the Service of Others*. San Francisco, CA: Jossey-Bass, Inc., 2005.

Written specifically for grassroots faith-based groups, this is a tool for the thousands of individuals, churches, and para-church organizations that heal emotional, physical, and spiritual wounds through faith-based social service programming. Esau provides professional step-by-step guidance on issues such as church sponsorship, volunteer management, observing government regulations and certification, fiscal responsibilities, partnering with complimentary programs, and much more.

Faith and Philanthropy: The Connection Between Charitable Behavior and Giving to Religion. Washington, D.C.: Independent Sector, 2002.

Faith and Philanthropy explores the links between faith and charitable giving and illustrates how the values and beliefs of religious-giving households influence their decisions to make donations and volunteer to all types of nonprofit organizations.

Farnsley II, Arthur E., N.J. Demerath III, Etan Diamond, Mary L. Mapes, and Elfriede Wedam. *Sacred Circles, Public Squares: The Multicentering of American Religion*. Bloomington, IN: Indiana University Press, 2004.

This study of the religious landscape of Indianapolis—the summative volume of the Lilly Endowment’s Project on Religion and Urban Culture conducted by the Polis Center at IUPUI—aims to understand religion’s changing role in public life. The book examines the shaping of religious traditions by the changing city. It sheds light on issues such as social capital and faith-based welfare reform and explores the countervailing pressures of “decentering”—the creation of multiple (sub)urban centers—and civil religion’s role in binding these centers into one metropolis.

Hudnut-Beumler, James. *Generous Saints: Congregations Rethinking Ethics and Money*. Bethesda, MD: The Alban Institute, Inc., 1999.

This book examines issues of stewardship facing religious organizations in the new millennium.

Jeavons, Thomas, and Rebekah Burch Basinger. *Growing Givers’ Heart: Treating Fundraising as Ministry*. San Francisco, CA: Jossey-Bass, Inc., 2000.

For the Christian reader this book illustrates a spiritual way of looking at fundraising as an opportunity to nurture current and prospective donors and facilitate their growth in faith. This innovative approach empowers readers to work in spiritually grounded, deeply creative, and professionally satisfying ways.

Jeavons, Thomas H. *When the Bottom Line is Faithfulness: Management of Christian Service Organizations*. Bloomington, IN: Indiana University Press, 1994.
Explores the special requirements for management and leadership in Christian social service organizations, and proposes ways these requirements can be met.

Klein, Kimberly. *Ask and You Shall Receive: A Fundraising Program for Religious Organizations and Projects: Leader Manual*. San Francisco, CA: Jossey-Bass, Inc., 2000.

This book offers a comprehensive training package for faith-based nonprofits, with instructions for developing a full-fledged fundraising strategy.

Mapes, Mary L. *A Public Charity: Religion and Social Welfare in Indianapolis, 1929-2002*. Bloomington, IN: Indiana University Press, 2004.

Arising out of the Indianapolis Polis Center's Lilly-sponsored study of religion and urban culture, the book looks at three issues: the role of religious social services within Indianapolis's larger social welfare support system, both public and private; the evolution of the relationship between public and private welfare sectors; and how ideas about citizenship mediated the delivery of social services.

Outcalt, Todd. *Ready-to-Go Fundraisers: 50 Ways to Fund Your Ministry*. Nashville, TN: Abingdon Press, 2007.

These ready-made fundraising packages are completely accessorized with everything needed to easily prepare and smoothly execute youth ministry fundraising activities that utilize youth participation.

Queen, Edward L. (Ed.). *Serving Those In Need: A Handbook for Managing Faith-Based Human Service Organizations*. San Francisco, CA: Jossey-Bass, Inc., 2000.

This book is a collection of advice from leading researchers and experienced service providers, offering faith-based nonprofits practical models for delivering a range of services, building organizational capacity, and ensuring adequate financial support.

Reeves, Michael. *Extraordinary Money! Understanding the Church Capital Campaign*. Nashville, TN: Discipleship Resources, 2002.

Extraordinary Money! helps church leaders examine the issues involved in developing and carrying out a capital fundraising campaign. Although not a capital campaign program, it is an excellent tool to help churches determine if a capital campaign suits their setting, then, if so, select an appropriate program and carry it out successfully.

Shore, William H. *The Cathedral Within: Transforming Your Life by Giving Something Back*. New York, NY: Random House, 2001.

The author uses the model of a cathedral to demonstrate that large dreams are community efforts that reach beyond personal lifetimes to accomplish and that appear impossible until the collective brainpower of the community engages to find a solution. In it are the inspirational stories of ordinary people doing extraordinary things. This book suggests practical ways for American wealth to be redefined, redistributed, and built upon foundations that include social interests.

Simms, Dr. Michael Keith. *Faith Entrepreneurs: Empowering People by Faith, Nonprofit Organizational Leadership, and Entrepreneurship*. Lincoln, NE: iUniverse, 2006.

Faith Entrepreneurs is designed to equip leaders who want to launch bold entrepreneurial initiatives of faith-based people to empower institutions that are compassionate, caring, and healing.

Skjegstad, Joy. *Starting a Nonprofit at Your Church*. Herndon, VA: The Alban Institute, 2002.

This volume outlines the step-by-step procedures for setting up a 501(c)3 nonprofit organization connected to a congregation using simple, easy-to-understand terminology and plenty of examples from churches that have already taken on this task.

Transformed Giving Campaign Handbook: Realizing Your Church's Full Stewardship Potential. Nashville, TN: Abingdon Press, 2006.

Transformed Giving is a stewardship campaign with a difference. This approach involves six weeks of church-wide focus on personal spiritual growth and emphasizes increased giving as a response to deepening faith. This program can be used by congregations of any size for transformed giving.

Zevit, Shawn Israel. *Offerings of the Heart: Money and Values in Faith Communities*. Herndon, VA: The Alban Institute, 2005.

Nadiv Lev. "Offerings of the Heart." This phrase sets the tone for the Jewish spiritual perspective that money is a tool for actualizing God's presence in the world. Building on this core value and setting aside the financial/spiritual split with which many congregational leaders operate, the author brings the depth and breadth of Jewish teachings on money and the spiritual life to all faith communities.

COLLEGIAL ORGANIZATIONS

There is a large number of additional books available that contain specific information on topics which may be of interest to The Fund Raising School and The Center on Philanthropy constituents. The reader or student may wish to contact the following organizations for additional printed or Internet information.

The Alliance for Nonprofit Management

1899 L. Street, NW, 6th Floor
Washington, DC 20036
Phone: 202-955-8406
Fax: 202-721-0086
E-mail: Alliance@allianceonline.org
Web site: www.allianceonline.org

American Society for Training and Development (ASTD)

1640 King Street, Box 1443
Alexandria, VA 22313-2043
Phone: 703-683-8100
Fax: 703.683.8103
E-mail: Customercare@astd.org
Web site: <http://www.astd.org>

American Society of Association Executives (ASAE)

The ASAE Building
1575 "I" St. N.W.
Washington, DC 20005-1103
Phone: 888-950-2723
202-371-0940 (in Washington, DC)
Fax: 202 371-8315
Web site: www.asaecenter.org

Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA)

340 W. Michigan Street
Canal Level—Suite A
Indianapolis, IN 46202
Phone: 317-684-2120
Fax: 317-684-2128
E-Mail: information@arnova.org
Web Site: www.arnova.org

Association of Fundraising Professionals (AFP)

Sawanna A. Foster, Membership Representative
4300 Wilson Boulevard, 3rd Fl.
Arlington, VA 22203-4168
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E-mail: sfoster@afpnet.org
Web site: www.afpnet.org

Association of Healthcare Philanthropy (AHP)

313 Park Avenue, Suite 400
Fall Church, VA 22046
Phone: 703-532-6243
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E-mail: ahp@ahp.org
Web site: www.ahp.org

Center for Civil Society Studies (CCSS)

Institute for Policy Studies

The John Hopkins University
3400 North Charles Street
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E-mail: ccss@jhu.edu
Web site: www.jhu.edu/~ccss

Council for Advancement and Support of Education (CASE)

1307 New York Ave. NW
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Web site: www.case.org

Council on Foundations

1828 L. Street, NW, Suite 300
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Foundation Center

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Independent Sector (IS)

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Web site: www.independentsector.org

National Council of Nonprofit Associations (NCNA)

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