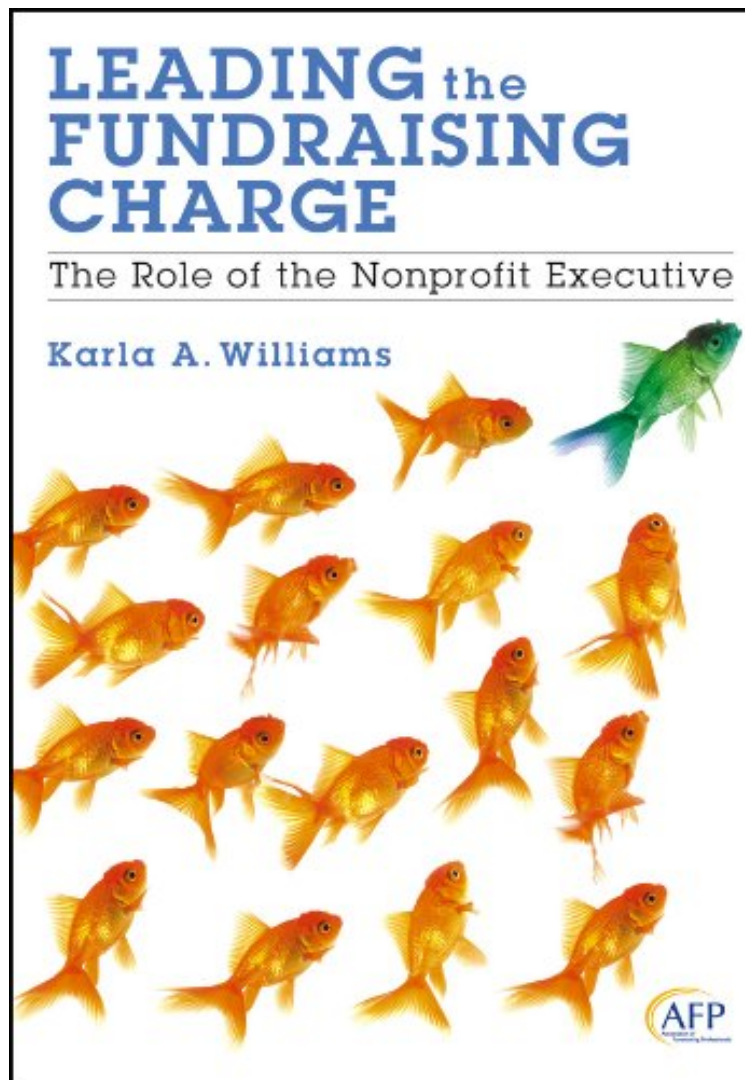


[Download pdf] Leading the Fundraising Charge: The Role of the Nonprofit Executive (The AFP/Wiley Fund Development Series)

Leading the Fundraising Charge: The Role of the Nonprofit Executive (The AFP/Wiley Fund Development Series)

Karla A. Williams

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Karla A. Williams : Leading the Fundraising Charge: The Role of the Nonprofit Executive (The AFP/Wiley Fund Development Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Leading the Fundraising Charge: The Role of the Nonprofit Executive (The AFP/Wiley Fund Development Series):

2 of 2 people found the following review helpful. The brew that makes the difference By D. C. Dreger I don't know how Karla Williams managed to distill decades of wisdom into fewer than 250 pages in her book (well, I really do

know: she's at the top of our profession as leader, teacher and holder of the ACFRE credential). Karla takes four key words and plays off of them: Essence, Enigma, Energy and Effect. But the one word that is key is Energy, which she applies to fundraising leadership and practice. Executive leaders need to understand that there are positive attitudes and negative attitudes that come into play. I have seen this in my own work where a top executive admin ungraciously spurned fundraisers trying to see the CEO. Don't be fooled by chapters titled Philanthropy Concepts, Development Concepts, Relationship Concepts and Solicitation Concepts. After a brief introduction to the topic, Karla delves deeply into the subject, as befits the knowledge level required of a CEO. This is mountain moxie brought down to the city where every nonprofit executive can imbibe of its goodness. Drink up!

2 of 2 people found the following review helpful. Remarkable Wisdom By Steven P. Miller As I was transitioning from a 20 year career in church mission and programming into a new one of fundraising, my first teacher was Karla Williams. So many of the principles that were in Fundraising 101 are evident in Leading the Fundraising Charge. Years after that course there is so much more in this book which reflects Karla's life commitment to the importance of learning from every situation in the field of development. If I had one book that I wanted to give to CEO's, Board Chairs and Development Committee's this would be it. Actually, there is so much in each chapter, I would select portions so they could be fully savored and digested. This is one book of remarkable wisdom and knowledge.

Practical guidance to deal with the challenges executives face when leading a philanthropically supported nonprofit organization In today's donor-focused environment, the executive director has a greater responsibility to play an active, informed, and influential role in creating an environment that is conducive to optimal philanthropy. Leading the Fundraising Charge addresses the challenges and issues that executives face when leading a nonprofit organization that is dependent on philanthropic support.. Offers nonprofit directors and executives the tools they need to help their organizations survive and thrive in any economic scenario Provides a perspective that is unique to the nonprofit executive's position Helps every executive director to evaluate and prioritize the best fund development strategies At no other time in the history of organized philanthropy has fundraising been more critical, complex, and challenging. Thorough and focused, Leading the Fundraising Charge equips you with the guidance you need to lead your nonprofit effectively.

From the Inside Flap LEADING the FUNDRAISING CHARGE The Role of the Nonprofit Executive At no other time in the history of organized philanthropy has fundraising leadership been more critical, complex, and challenging. Whatever your nonprofit's mission, Leading the Fundraising Charge precisely addresses the challenges and issues that nonprofit executives face. Take a look inside to learn more about leadership, philanthropy, development, relationship, and solicitation concepts, as well as: How Leadership Visions motivate entire organizations and construct diverse communities How Philanthropic Values inspire individual advocacy and encourage intentional generosity How Development Principles substantiate the motivation and justification to do fundraising How Relationship Partnerships stimulate donor investment and produce collective impact How Solicitation Practices foster economic vitality and ensure organizational viability In today's donor-focused environment, the executive director has a greater responsibility to play an active, informed, and influential role in creating an environment that is conducive to optimal philanthropy. Thorough and focused, Leading the Fundraising Charge realistically examines what it takes to be a respected and reflective leader in the position of nonprofit CEO or executive director today, especially as it relates to fundraising. You'll be equipped with the guidance you need to lead your nonprofit effectively and the tools to help your organization survive and thrive in any economic scenario. Leadership in the fundraising context is dynamic, emanating from the highest point in an organization; influencing strategic directions; penetrating cultural dimensions; and inspiring entire communities to be intentionally generous and thoughtfully engaged. Straightforward and savvy, Leading the Fundraising Charge effectively addresses the challenges and issues you face as a nonprofit leader, with the practical advice you need to change direction, maintain momentum, and strengthen your nonprofit's capacity.

From the Back Cover NONPROFIT LEADERSHIP 101 The first book of its kind to link the role of organizational leader with the role of fundraising leader, Leading the Fundraising Charge explores the multifaceted elements and approaches that will cause donors to resonate with your organization. You'll learn why people give, what share of the market you might capture, and how much you need to invest in a fundraising program. Filled with essential guidance to deal with the challenges and issues that executives confront when leading a nonprofit organization dependent on philanthropic support, Leading the Fundraising Charge equips nonprofit executive directors, development directors, and nonprofit boards with best practice concepts, as well as an in-depth look at: Leadership Concepts: discover what people expect of you in the CEO position Philanthropy Concepts: explore why a philanthropic culture makes such a difference Development Concepts: examine fundraising practices and who you should hire Relationship Concepts: learn best practices for attracting high-potential donors Solicitation Concepts: evaluate the strength of your case, campaigns, and communications

About the Author KARLA A. WILLIAMS, ACFRE, is the principal of The Williams Group, a consulting firm serving clients across the country who want to enhance and expand their philanthropic efforts. She works with CEOs and trustees to assess their potential for civic engagement, create innovative nonprofit programs, and

recruit talented people. She is nationally known and a highly respected industry leader, bestselling author, adjunct faculty at three universities, and expert in nonprofit organizational development.