



## Fundraising Resources Families USA

### Web Sites

- **The Chronicle of Philanthropy** ([www.philanthropy.com](http://www.philanthropy.com))  
Updated weekly, the Chronicle's Web site provides articles, links, and other information on nonprofit management and fundraising. The group also produces a free, weekly e-mail newsletter. Note that some Web site content is available only to subscribers.
- **CompassPoint** (<http://www.compasspoint.org>)  
CompassPoint Nonprofit Services provides management consultation and other services to nonprofits. Their Web site houses a number of interesting resources, including such articles as *The eNonprofit: A Guide to ASPs, Internet Services and Online Software* by Michael Stein and John Kenyon. Also check out their terrific listserv, *Board Café*, which is full of useful tips on improving the functioning of boards. "Short enough to read over a cup of coffee," it is intended primarily for board members, but it is also extremely useful for staff members trying to get the most out of their boards, too!
- **E-Philanthropy Foundation** (<http://www.ephilanthropyfoundation.org>)  
This organization focuses on educating nonprofits and consumers about safe online giving and online privacy. They also offer a nationwide workshop series on online fundraising. Their Web site has several good, downloadable resources.
- **The Foundation Center** ([www.fdncenter.org](http://www.fdncenter.org))  
This is the world's largest collection of information on grantseeking and grantmaking, as well as an excellent source of information on fundraising and philanthropy. Their online database is available through several subscription plans, which include monthly and yearly options. They also publish hard copy and CD-ROM versions of their database. Foundation Center libraries are located in several major cities (Atlanta; Cleveland; New York; San Francisco; and Washington, D.C.). Smaller collections are located in other cities (the full list is available on their Web site).
- **The Fundraising School** ([www.philanthropy.iupui.edu/funds/html](http://www.philanthropy.iupui.edu/funds/html))  
This is the site Web site for the Indiana University Center on Philanthropy's school for fundraising professionals. It includes a very comprehensive bibliography on a wealth of fundraising topics, which can be found under "Recommended Reading" at <http://www.philanthropy.iupui.edu/TheFundRaisingSchool/bibliography.aspx>, as well as under "Pre-Course Readings" at <http://www.philanthropy.iupui.edu/TheFundRaisingSchool/PrecourseReadings>.
- **The Grassroots Fundraising Institute (GIFT)** (<http://www.grassrootsinstitute.org>)  
GIFT's mission is to "change the color of philanthropy" by developing and strengthening the grassroots fundraising skills of individuals and organizations working for social justice, with an emphasis on communities of color. They provide technical assistance and training to several social change organizations. (Note that according to their Web site, they are presently in the process of merging with the *Grassroots Fundraising Journal*.)

- **The Grassroots Fundraising Journal** ([www.grassrootsfundraising.org](http://www.grassrootsfundraising.org))  
The online companion to the print journal features practical tips and tools to help grassroots activists raise money for their organizations. Their Web site includes an archive of journal articles, as well as countless links to other helpful organizations, tools, publications, and resources.
- **Groundspring.org** ([www.groundspring.org](http://www.groundspring.org))  
Founded by the Tides Foundation, Groundspring.org provides a wealth of integrated services for small to medium-sized nonprofit organizations to help them become more effective users of Internet technology in fundraising and management. Groundspring provides low-cost, Web-based fundraising and advocacy tools and many free resources as well.
- **TechSoup** (<http://www.techsoup.org>)  
One of the most well-known nonprofit technology assistance agencies, TechSoup.org offers nonprofits a one-stop resource for technology needs by providing free information, resources, and support. The site includes tools, training, analysis, message boards, technology tips, nonprofit jobs, software discounts, and access to donated and discounted technology products.

## Journals

- *The Chronicle of Philanthropy*  
For those who prefer a hard copy of the major “trade paper” of philanthropy. See their Web site for subscription information.
- *Grassroots Fundraising Journal*  
“Practical tips and tools to help you raise money for your organization” The Journal is published six times a year. Each issue includes several short, highly readable articles. Subscriptions are offered on a sliding scale basis. Go to [www.grassrootsfundraising.org](http://www.grassrootsfundraising.org) or call 1-888-458-8588 for information on subscribing.

## Books

- *Asking: The 59-Minute Guide to Everything Board Members, Volunteers, and Staff Must Know to Secure the Gift* by Jerold Panas  
This funny and engaging book is truly a one-hour read and a must-read for any board members or staff new to major gifts. Jerold Panas walks fundraisers through the entire process of asking for a major gift, from getting over the fear of asking for money to understanding what motivates donors to give.
- *Fundraising on the Internet: The ePhilanthropyFoundation.Org Guide to Success Online, Second Edition* by Mal Warwick (Editor), Ted Hart (Editor), and Nick Allen (Editor)  
This book provides a comprehensive discussion of online fundraising, featuring excellent case studies and contributions from many experts in the field.
- *The Grassroots Fundraising Book* by Joan Flanagan  
The author discusses community fundraising techniques in detail, with particular emphasis on special events. *How to Write Successful Fundraising Letters* by Mel Warwick

**The following publications, as well as many more books related to social change fundraising, are available from Chardon Press. For more information, visit their Web site at [www.chardonpress.com](http://www.chardonpress.com).**

- *Fundraising for the Long Haul* by Kim Klein  
For older social-change organizations exploring their particular challenges.
- *Fundraising for Social Change* by Kim Klein  
This “classic” covers nearly all aspects of social change fundraising, including asking for money, personal solicitation, researching prospects for large gifts, direct mail fundraising, fundraising by telephone, special events, and more.
- *Fundraising in Times of Crisis* by Kim Klein  
If you are unfamiliar with Kim Klein, you are probably working with a nonprofit with a large budget. Ms. Klein's practical insights are based on more than 25 years of experience helping grassroots organizations strengthen their fundraising programs.
- *Grassroots Grants: An Activist's Guide to Grant Seeking, Second Edition* by Andy Robinson  
This book complements *Fundraising for Social Change* and focuses on proposal writing and foundation grantseeking for social justice projects.
- *Selling Social Change without Selling Out* by Andy Robinson  
Well-known trainer and consultant Andy Robinson wrote this handbook on initiating and sustaining successful earned income ventures for nonprofit advocacy organizations. It includes information on organizing a project team, selecting a venture, drafting a business plan, and securing start-up funding.
- *Cómo Recaudar Fondos en su Comunidad (How to Raise Money in Your Community)*  
An introduction to the most common and successful fundraising strategies in 14 of the best articles from the *Grassroots Fundraising Journal*. Small organizations can put these strategies to use immediately, whether or not they have paid staff or have done fundraising before. These strategies do not require lots of money up front, technical knowledge, or expensive equipment such as computers and fancy databases. *This guide is available in Spanish only.*

## Videos and DVDs

- *Ready, Set, Raise! Your Guide to Grassroots Fundraising* with Kim Klein and Russell Roybal  
This video and DVD is a successor to Kim Klein's highly regarded video, *The Grassroots Fundraising Series, Part I and II*. Like its predecessor, this video focuses on asking for individual gifts, building board and community involvement, and organizing special events. It can be an extremely useful tool for board and other volunteer fundraiser trainings. It is available from *The Grassroots Fundraising Journal* ([www.grassrootsfundraising.org](http://www.grassrootsfundraising.org)) or The Grassroots Institute for Fundraising Training (GIFT) ([www.grassrootsinstitute.org](http://www.grassrootsinstitute.org)). (Check the *Grassroots Fundraising Journal* site first for a discounted price.)