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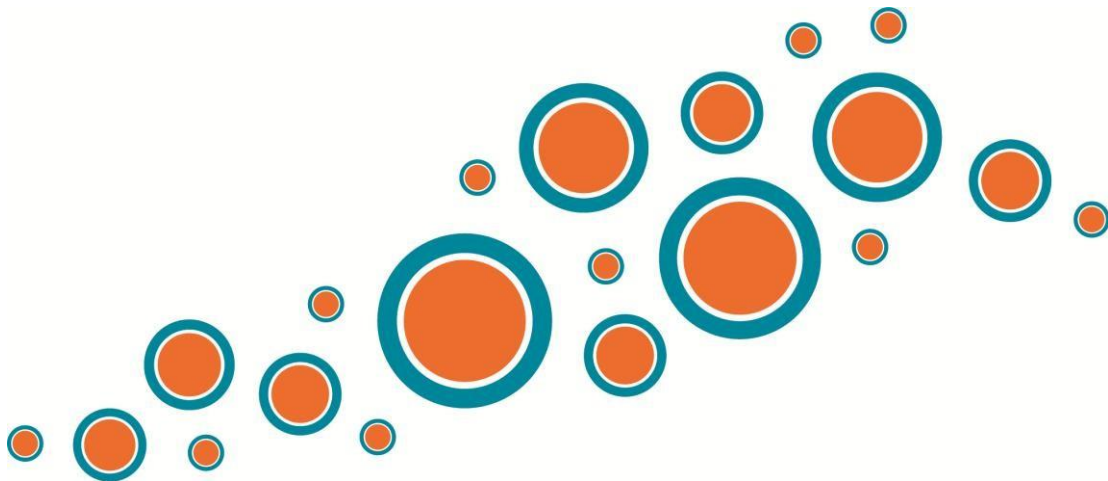
Fundraising Institute Australia



EDUCATION
& TRAINING

FIA BOOKSHOP CATALOGUE

2017

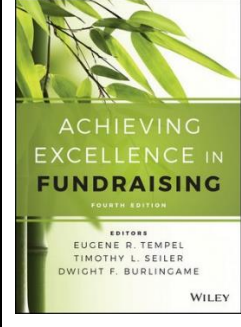
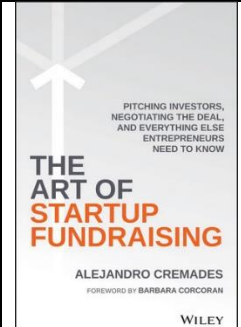




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CFRE Reading List & Comprehensive Fundraising Resources

	<p>Achieving Excellence in Fundraising, 4th Edition January 2016, By Eugene R. Tempel (Editor), Timothy L. Seiler, and Dwight F. Burlingame</p> <p><i>Achieving Excellence in Fundraising</i>, 3rd Edition, explains the fundraising profession's major principles, concepts and techniques. A host of respected authors demonstrate why fundraising is a strategic management discipline, and elucidate each step in the fundraising cycle: assessing human and societal needs, setting goals, selecting gift markets and fund raising techniques, soliciting new gifts, and encouraging renewals.</p>	<p>Members: \$74.00</p> <p>Non-Members: \$99.95</p>
	<p>The Art of Startup Fundraising April 2016, By Alejandro Cremades</p> <p>The Art of Startup Fundraising takes a fresh look at raising money for startups, with a focus on the changing face of startup finance. New regulations are making the old go-to advice less relevant, as startup money is increasingly moving online. These new waters are all but uncharted—and founders need an accessible guide. This book helps you navigate the online world of startup fundraising with easy-to-follow explanations and expert perspective on the new digital world of finance. You'll find tips and tricks on raising money and investing in startups from early stage to growth stage, and develop a clear strategy based on the new realities surrounding today's startup landscape.</p>	<p>Members: \$26.00</p> <p>Non-Members: \$35.95</p>
	<p>The Complete Guide to Fundraising Management, 3rd Edition March 2009, By Stanley Weinstein</p> <p><i>The Complete Guide to Fundraising Management</i> presents step-by-step guidance on planning, self-assessment, continual improvement, cost effective fundraising strategies and much more. An accompanying website contains checklists, grids, and sample forms. Plus, the Third Edition adds a chapter on internet fundraising as well as updated statistics. Fundraising professionals will benefit from the practical advice on managing the complexities of a development office.</p>	<p>Members: \$62.95</p> <p>Non-Members: \$83.95</p>
	<p>Developing Your Case for Support August 2001, By Timothy L. Seiler</p> <p><i>Developing Your Case for Support</i> provides you with a complete framework for bringing together all the reasons nonprofits know they are worthy of support, and shows you how to develop a case that makes those reasons concrete and real for donors. Filled with helpful worksheets and examples, the workbook features a step-by-step methodology for gathering, organising, and using the information essential for developing a compelling case statement.</p>	<p>Members: \$34.45</p> <p>Non-Members: \$45.95</p>

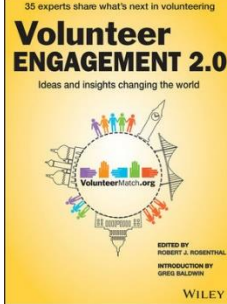


	<p>Fund Raising: Evaluating and Managing the Fund Development Process (AFP/Wiley Fund Development Series), 2nd Edition April 1999, By James M. Greenfield</p> <p>This practical resource takes you step-by-step through the entire fund development process, from planning and marketing to community relations and donor management. Beginning with an examination of philanthropic history and perspective, it goes on to describe the individual elements of the development process, as well as the organisational requirements needed for the process to work.</p>	<p>Members: \$109.45</p> <p>Non-Members: \$145.95</p>
	<p>Fundraising for Social Change, 7th Edition May 2016, By Kim Klein</p> <p>Fundraising for Social Change is the preeminent guide to securing funding, with a specific focus on progressive non-profit organizations with budgets under \$5 million. Used by non-profits nationally and internationally, this book provides a soup-to-nuts prescription for building, maintaining, and expanding an individual donor program. Author Kim Klein is a recognized authority on all aspects of fundraising, and this book distills her decades of expertise into fundraising strategies that work.</p>	<p>Members: \$64.00</p> <p>Non-Members: \$85.95</p>
	<p>Fundraising for the Long Haul November 2000, By Kim Klein</p> <p>In this companion to her classic, <i>Fundraising for Social Change</i>, Kim Klein distills her 25 years of experience and wisdom to provide the practical guidance for sustaining a long-term commitment to social change for organisations that are understaffed and under-resourced.</p>	<p>Members: \$27.70</p> <p>Non-Members: \$36.95</p>
	<p>Fundraising Principles and Practice March 2010, By Adrian Sargeant, Jen Shang, and Associates</p> <p>This book offers a definitive text on fundraising. It provides students of fundraising and nonprofit professionals access to the most relevant theories and includes concrete examples of modern fundraising practice. The book contains clear learning objectives, recommended readings, case studies, summary self-test questions, and exercises at the end of each chapter. The <i>Principles and Practice of Fundraising</i> comprehensively addresses all the major forms of fundraising and critical topics such as donor behaviour and fundraising planning.</p>	<p>Members: \$77</p> <p>Non-Members: \$102.95</p>
	<p>Fundraising the SMART Way: Predictable, Consistent Income Growth for Your Charity + Website March 2014, By Ellen Bristol</p> <p>Fundraising the SMART Way provides the groundwork for a complete revamp of organisational fundraising systems. Author Ellen Bristol applies twenty years of corporate sales experience and eighteen years in fund development consultation to the problem of inefficient fundraising. Bristol turns her extensive sales expertise toward the perspective of "selling" an organisation to potential donors, increasing the donor pool, and lowering the cost of fundraising. The book details the questions every nonprofit should be asking to maximize the effectiveness of fundraising efforts, and encourages systematic strategy development by zeroing in on key factors such as: organisational goals, strengths, and weaknesses; donor actions and motivations; Workload management and results QA; and opportunity evaluation and organisational action.</p>	<p>Members: \$64</p> <p>Non Member: \$85.95</p>

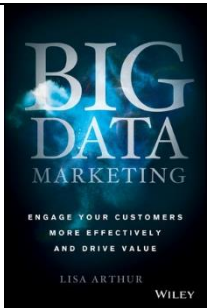
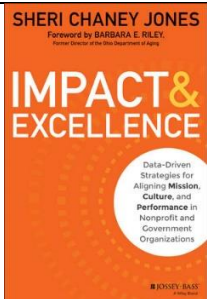
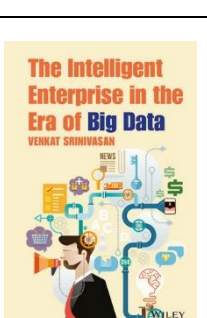


	<p>Leading the Fundraising Charge: The Role of the Nonprofit Executive January 2013, By Karla A. Williams</p> <p>In today's donor-focused environment, the executive director has a greater responsibility to play an active, informed, and influential role in creating an environment that is conducive to optimal philanthropy. <i>Leading the Fundraising Charge</i> addresses the challenges and issues that executives face when leading a non-profit organisation that is dependent on philanthropic support.</p>	<p>Members: \$53</p> <p>Non-Members: \$70.95</p>
	<p>Nonprofit Fundraising 101 By Darian Rodriguez Heyman, Jan 2016</p> <p>Based on expert advice and insights from a variety of respected industry experts, <i>Nonprofit Fundraising 101</i> is an essential text for nonprofit professionals, volunteers, activists, and social entrepreneurs who want to leverage best practices to promote their cause. Built upon the success of the best-selling <i>Nonprofit Management 101</i>, this easy to digest book provides practical, comprehensive guidance for nonprofit fundraising around the globe. Written by and for front line practitioners and geared towards a global audience of emerging and established leaders, this field guide offers step-by-step formulas for success.</p>	<p>Members: \$37</p> <p>Non-Members: \$49.95</p>
	<p>QR Codes Kill Kittens: How to Alienate Customers, Dishearten Employees, and Drive Your Business into the Ground September 2013, By Scott Stratten and Alison Kramer</p> <p>Experts are constantly telling us what we need to be doing to improve our businesses. Hundreds of books in the market are filled with advice from these experts. But how can you filter out all of the bad advice, misinformation, and misuse of business tools that is out there? None of us needs another list of what we should be doing. <i>QR Codes Kill Kittens</i> tells you what not to do. Easy to digest, easy to avoid. The book is separated into several sections, and each will include a story related to the topic, in addition to tips and explanations on what not to do.</p>	<p>Members: \$19</p> <p>Non-Members: \$25.95</p>
	<p>The Non-profit Handbook: Fund Raising (AFP/Wiley Fund Development Series), 3rd Edition February 2001, By James M. Greenfield (Editor)</p> <p>The Third Edition of this invaluable handbook provides a complete overview of the entire development function, from management and strategic planning to hands-on, practical guidance for the various kinds of fundraising. Written by leading fundraising professionals and edited by James M. Greenfield, this volume is a classic in the field of fundraising.</p>	<p>Members: \$218</p> <p>Non-Members: \$290.95</p>
	<p>Philanthropy and the Arts October 2015 By Prof. Jennifer Radbourne & Kenneth Watkins</p> <p>Philanthropy and the Arts documents an emerging model of philanthropy that moves beyond the fundraising process to capture the essence of philanthropy in the intrinsic values held by donors, benefactors and philanthropic leaders. These values are the same as those that the arts bring to society, so the act of philanthropy itself embodies a commitment to ensuring the arts deliver for Australia a better community in which to live.</p> <p>Philanthropy and the Arts contains stories of successful philanthropy in the arts and acknowledges the relevant research in fundraising and philanthropy, translating this into the tools required for effective</p>	<p>Price: \$45.00</p>



	<p>practice. While focusing on The Australian Ballet in particular, it has application across all art forms and arts companies and the non-profit sector more broadly.</p>	
	<p>Volunteer Engagement 2.0: Ideas and Insights Changing the World May 2015, By Robert J. Rosenthal & Greg Baldwin</p> <p>Volunteer Engagement 2.0: Ideas and Insights Changing the World shows you many of the innovative approaches to engaging volunteers that are reshaping non-profits, volunteer programs, and communities around the world — and how you can bring these changes to your own organization. Curated and edited by Volunteer Match, the Web's most popular volunteer engagement network, these transformative strategies and practices are already being used by innovative non-profit, government, and business sector leaders in volunteering — and they represent many of the future trends in volunteerism.</p>	<p>Members: \$37.00</p> <p>Non-Members: \$49.95</p>

Data Analytics, impact on non-profit & how to use it to your advantage

	<p>Big Data Marketing: Engage Your Customers More Effectively and Drive Value September 2013, By Lisa Arthur</p> <p><i>Big Data Marketing</i> provides a strategic road map for executives who want to clear the chaos and start driving competitive advantage and top line growth. Using real-world examples, non-technical language, additional downloadable resources, and a healthy dose of humor, Big Data Marketing will help you discover the remedy offered by data-driven marketing.</p>	<p>Members: \$28</p> <p>Non-Members: \$37.95</p>
	<p>Impact & Excellence: Data-Driven Strategies for aligning Mission, Culture and Performance in Non-profit and Government Organisations September 2014, By Sheri Chaney Jones</p> <p><i>Impact & Excellence</i> is a culmination of a four year research study into the most successful data-driven strategies for today's non-profit and government organisations. Focusing on five strategic elements to success the book is a crucial resource for leaders to enable organisations to prosper and compete in today's economy.</p>	<p>Members: \$33.70</p> <p>Non-Members: \$44.95</p>
	<p>The Intelligent Enterprise in the Era of Big Data October 2016, Venkat Srinivasan</p> <p>In the era of big data and automation, the book presents a cutting-edge approach to how enterprises should organize and function. Striking a practical balance between theory and practice, <i>The Intelligent Enterprise in the Era of Big Data</i> presents the enterprise architecture that identifies the power of the emerging technology environment.</p>	<p>Members: \$56</p> <p>Non-Members: \$70.95</p>



	<p>Style and Statistics: The Art of Retail Analytics November 2016, Brittany Bullard</p> <p>Style & Statistics is a real-world guide to analytics in retail. Written specifically for the non-IT crowd, this book explains analytics in an approachable, understandable way, and provides examples of direct application to retail merchandise management, marketing, and operations.</p>	<p>Members: \$56</p> <p>Non-Members: \$70.95</p>
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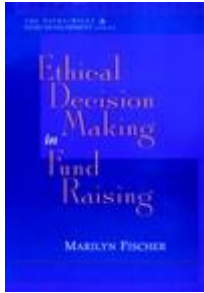
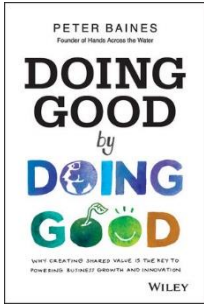
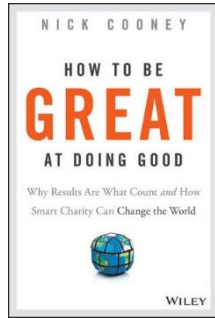

Donor Relations and Stewardship

	<p>Building Donor Loyalty: The Fundraiser's Guide to Increasing Lifetime Value February 2011, By Adrian Sargeant and Elaine Jay</p> <p>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 organisation, and offers suggestions for developing donor value over time. It includes tools and techniques that have proven successful when growing long-term relationships with donors.</p>	<p>Members: \$41.95</p> <p>Non-Members: \$55.95</p>
	<p>Cause for Change: The Why and How of Non-profit Millennial Engagement February 2013, By Kari Dunn Saratovsky and Derrick Feldmann</p> <p>Written by Millennials about Millennials, <i>Cause for Change</i> examines strategies for engaging Millennials as constituents, volunteers, and donors, and focuses on how organisations can realign themselves to better respond to this group of 80 million strong. At the heart of this research-based guide is the Millennial Development Platform, an action-based rubric developed by the authors and included in each chapter to help organisations create the infrastructure for a long-term millennial engagement strategy.</p>	<p>Members: \$33.70</p> <p>Non-Members: \$44.95</p>
	<p>Keep Your Donors: The Guide to Better Communications & Stronger Relationships November 2007, By Tom Ahern and Simone Joyaux.</p> <p>Written by fundraising experts Tom Ahern and Simone Joyaux, <i>Keep Your Donors</i> is a new, winning guide to making disappointing donor retention rates a thing of the past. This practical and provocative book will show you how to master the strategies and tactics that make fundraising communications profitable. Filled with case studies and based in part on the CFRE and AFP job analyses, <i>Keep Your Donors</i> is your definitive guide to getting new donors—and keeping them—for many years to come.</p>	<p>Members: \$79</p> <p>Non-Members: \$105.95</p>



	<p>Prospect Research for Fundraisers: The Essential Handbook March 2013, By Jennifer J. Filla and Helen E. Brown</p> <p>Written especially for front-line fundraisers, <i>Prospect Research for Fundraisers</i> presents a practical understanding of prospect research, prospect management, and fundraising analytics, demonstrating how research can be used to raise more money. Filled with examples, case studies, interviews, and stories, this unique book is structured around the fundraising cycle and illustrates the myriad of current and ever-changing prospect research tools and techniques available to boost an organisation's fundraising effectiveness.</p>	<p>Members: \$57.70</p> <p>Non-Members: \$76.95</p>
	<p>Relationship Fundraising: A Donor-Based Approach to the Business of Raising Money, 2nd Edition July 2002, By Ken Burnett</p> <p>Internationally acclaimed fundraising consultant Ken Burnett has completely revised and updated his classic book <i>Relationship Fundraising</i> to offer fundraising professionals an invaluable resource for learning the techniques of effective communication with donors in the twenty-first century. Filled with illustrative case histories, donor profiles, and more than two hundred action points, this ground breaking book shows fundraisers how to achieve a greater understanding of their donors.</p>	<p>Members: \$53</p> <p>Non-Members: \$73.95</p>
	<p>Start With Hello: How to Convert Today's Stranger into Tomorrow's Client July 2013, By Linda Coles</p> <p><i>Start with Hello</i> reveals how the most successful businesspeople and leaders share an overlooked and underappreciated talent—the ability to engage and communicate with strangers in productive, creative ways. Put simply, people like to do business with people they know, like, and trust. So get to know more people! Even if you don't think of yourself as the most outgoing person, you can learn to be more open and engaging to strangers. The book explains simple, key aspects of communication that make it easy to connect with new people, including behavioural styles, body language, and eye contact.</p>	<p>Members: \$18.70</p> <p>Non-Members: \$24.95</p>
	<p>Yours, Mine and Ours: Creating a Compelling Donor Experience August 2007, By Barry J. McLeish</p> <p>Written by non-profit marketing guru Barry McLeish, <i>Yours, Mine, and Ours</i> provocatively challenges non-profit managers' assumptions about what successful non-profit management looks like in light of new donor strategies. Filled with revealing case studies that highlight examples of current non-profit practices, this book will help you to create a compelling donor experience.</p>	<p>Members: \$38</p> <p>Non-Members: \$50.95</p>
	<p>The Zen of Fundraising: 89 Timeless Ideas to Strengthen and Develop Your Donor Relationships March 2006, By Ken Burnett</p> <p>Leading international fundraiser Ken Burnett, author of the classic <i>Relationship Fundraising</i>, has identified and defined 89 timeless ideas which he presents here as <i>The Zen of Fundraising</i>, a fun read, one-of-a-kind look into what makes donors tick and—more importantly—what makes them give.</p>	<p>Members: \$21</p> <p>Non-Members: \$28.95</p>

Fundraising and Non-profit Ethics

	<p>Ethical Decision Making in Fund Raising (AFP/Wiley Fund Development Series) February 2000, By Marilyn Fischer</p> <p>For ethically troubling situations that have no clear-cut solutions, this book shows how to frame these dilemmas as ongoing dramatic narratives. Using conceptual tools of sympathetic understanding, attention to social and temporal context, and clusters of philanthropic virtues, the Ethical Decision-Making Model guides us in thinking our way to ethically sound resolutions. The book also examines day-to-day issues of fund raising: privacy and confidentiality; conflicts of interest such as finder's fees and commission-based pay; corporate philanthropy, including sponsorships and cause-related marketing; and fostering cultural diversity.</p>	<p>Members: \$57.70</p> <p>Non-Members: \$76.95</p>
	<p>Doing Good by Doing Good: Why Creating Shared Value is the Key to Powering Business Growth and Innovation December 2014, By Peter Baines</p> <p>Doing Good by Doing Good shows companies how to improve the bottom line by implementing an engaging, authentic, and business-enhancing program that helps staff and business thrive. International CSR consultant Peter Baines draws upon lessons learnt from the challenges face in his career as a police officer, forensic investigator and founder of Hands Across the Water to describe Australian CSR landscape, and the factors that make up a program that benefits everyone involved.</p>	<p>Members: \$26</p> <p>Non-Members: \$34.95</p>
	<p>How To Be Great At Doing Good: Why Results Are What Count and How Smart Charity Can Change the World April 2015, Nick Cooney</p> <p><i>How to be Great at Doing Good</i> is a complacency-shattering guidebook for anyone who wants to actually change the world, whether as a donor, a volunteer, or a non-profit staffer. Drawing on eye-opening studies in psychology and human behaviour, surprising interviews with philanthropy professionals, and the author's fifteen years of experience founding and managing top-rated non-profits. This book is an essential read for anyone who wants to do more good with their time and money.</p>	<p>Members: \$27.00</p> <p>Non-Members: \$36.95</p>
<p>Around the world, a billion people struggle to live each day on less than the cost of a bottle of water...What if I told you that you can save a life, even many lives?</p>  <p>PETER SINGER THE LIFE YOU CAN SAVE Acting now to end world poverty</p>	<p>The Life You Can Save: Acting Now to End World Poverty 2010, Peter Singer</p> <p>Peter Singer wrote <i>The Life You Can Save</i> (Random House, 2009) to show that our current response to world poverty is not only insufficient but ethically indefensible. He argues that we need to change our views of what is involved in living an ethical life. To help us play our part in bringing about that change, he offers a seven-point plan that mixes personal philanthropy (figuring how much to give and how best to give it), local activism (spreading the word in your community), and political awareness (contacting your representatives to ensure that your nation's foreign aid is really directed to the world's poorest people).</p>	<p>Members: \$15</p> <p>Non-Members: \$20</p>



	<p>Third Sector: The contribution of non-profit and cooperative enterprise in Australia 2001, Mark Lyons</p> <p>'Not for profit' enterprises provide services enjoyed or depended upon by many Australians. But the charities, sports clubs, churches, community organisations, welfare groups, associations, unions, and foundations that draw on our support - and comprise the third sector - also make a significant contribution to our society. They promote social change and defend traditional values; they express our capacity to work together without being ordered by government or lured by profit.</p>	<p>Member: \$25</p> <p>Non-Member: \$30</p>
	<p>The New Fundraisers: who organises charitable giving in contemporary society? 2017, Beth Breeze</p> <p>Charitable fundraising has become ever more urgent in a time of extensive public spending cuts. However, while the identity and motivation of those who donate comes under increasingly close scrutiny, little is known about the motivation and characteristics of the 'askers', despite almost every donation being solicited or prompted in some way.</p>	<p>Special offer from author: £23.00 (including P&H) Approx. AUD \$40.00 until end of Dec 2017.</p>

Fundraising Programs, Foundations, and Appeals

	<p>A Higher Bid: How to Transform Special Event Fundraising with Strategic Benefit Auctions May 2015, Kathy Kingston</p> <p>This book offers a fresh approach to fundraising, showing you how charity benefit auctions can be made a centerpiece of fundraising special events to drive both short- and long-term fundraising goals while providing a fun and inspiring opportunity to generate awareness and keep supporters excited about the mission. Using Kingston's proven framework, you'll learn effective ways to:</p> <ul style="list-style-type: none"> • Strategically increase high-profit revenue streams • Increase your organization's donor base • Empower the board toward efficiency and productivity • Engage supporters more deeply and keep them invested 	<p>Members: \$47.00</p> <p>Non-Members: \$63.95</p>
	<p>A Passion for Giving: Tools and Inspiration for Creating a Charitable Foundation December 2011, By Peter Klein and Angelica Berrie</p> <p><i>A Passion for Giving</i> is divided into two sections—the first describes the "How To" with respect to developing a philanthropic effort (from a CRT to a private foundation and everything in between). The second section of the book gives the reader a "case study" of 5-6 existing private foundations—what their missions are, how they operate, their successes and failures along the way—vignettes that speak to their passions for giving.</p>	<p>Members: \$42.70</p> <p>Non-Members: \$56.95</p>



	<p>Conducting a Successful Annual Giving Program July 2001, By Kent E. Dove, Jeffrey A. Lindauer, Carolyn P. Madvig</p> <p><i>Conducting a Successful Annual Giving Program</i> features a wealth of illustrative samples of fundraising tools, many of which have never before been offered in book form. Throughout the book, the authors address the key components of an annual giving program-including telemarketing, direct mail, special events, personal solicitation and matching gifts-and reveal how to integrate each component of the annual giving program into a coherent, fluid fundraising plan.</p>	<p>Members: \$68.95</p> <p>Non-Members: \$91.95</p>
	<p>Conducting a Successful Development Services Program December 2001, By Kent E. Dove, Vicky L. Martin, Kathy K. Wilson, Mary M. Bonk, Sarah C. Beggs</p> <p>A first-of-its-kind resource, <i>Conducting a Successful Development Services Program</i> draws together in one book a tremendous body of knowledge on planning and managing an innovative and effective development services program. The book guides you through the process of identifying, researching, and managing prospects; creating, storing, and using data and information; and, properly administering gifts and showing appreciation to donors. An extensive resource section offers you a wealth of examples from real-life organisations.</p>	<p>Members: \$66.70</p> <p>Non-Members: \$88.95</p>
	<p>Fundraising for Beginners: Essential Procedures for Getting a Fundraising Program Up and Running March 2013, By Scott C. Stevenson</p> <p>This practical resource helps non-profit organisations establish effective fundraising programs. Scott Stevenson provides useful information to produce winning fundraising plans, build mailing lists, effectively manage records, produce direct mail appeals, solicit major gifts, and more.</p>	<p>Members: \$66.70</p> <p>Non-Members: \$88.95</p>
	<p>Fundraising with Businesses: 40 New (and improved) Strategies for Nonprofits By Joe Waters, Dec 2014</p> <p>There's a reason why nonprofits are getting smaller checks from corporate giving programs. Companies are abandoning or slashing giving budgets and instead focusing on win-win pacts that drive sales and change the world. Nonprofits need guidance and practical know-how in this new age of mutually beneficial nonprofit and business partnerships. Presenting forty practical fundraising strategies to help small to medium-sized non-profits raise more money from businesses, 'Fundraising with Businesses' breathes new life into non-profit/for-profit relationships to begin a new era of doing good and well.</p>	<p>Members: \$64</p> <p>Non-Members: \$85.95</p>
	<p>Giving 2.0: Transform Your Giving and Our World October 2011, By Laura Arrillaga-Andreessen</p> <p>Giving 2.0 is the ultimate resource for anyone navigating the seemingly infinite ways one can give. The future of philanthropy is far more than just writing a check, and Giving 2.0 shows how individuals of every age and income level can harness the power of technology, collaboration, innovation, advocacy, and social entrepreneurship to take their giving to the next level and beyond.</p>	<p>Members: \$27.00</p> <p>Non-Members: \$36.95</p>



	<p>How to Write Successful Fundraising Appeals, Third Edition May 2013, By Mal Warwick</p> <p>Written by Mal Warwick, with assistance from Eric Overman, this comprehensive resource gives your non-profit fundraising team the information they need to write compelling fundraising appeals for any medium. If you follow Warwick's guidelines, your direct mail and online fundraising campaigns will produce better results, year after year.</p>	<p>Members: \$42.70</p> <p>Non-Members: \$56.95</p>
	<p>How to Plan a Profitable, Wow-Factor Gala March 2013, By Scott C. Stevenson</p> <p>This practical resource features dozens of ideas on how to plan effective, profitable, wow-factor galas, including; essentials first steps for successful galas; tips for budget planning and cost-conscious measures; volunteer and board member involvement; revenue-boosting ideas; event publicity and promotion; ways to maximize attendance; effective live and silent auctions; event checklists; budget estimations; leadership; preview parties; chairperson responsibilities; engaging the wealthy; ticket sales strategies; venue selection; assessment forms; volunteer committees; online promotion; event security.</p> <p>*Please note that this book is a reference book and comes in paperback copy only. It is a print on demand with a 4-6 week waiting period.</p>	<p>Members: \$71.95</p> <p>Non-Members: \$95.95</p>
	<p>Managing and Measuring Performance in Public and Nonprofit Organizations: An Integrated Approach, 2nd Edition October 2014, By Theodore H. Poister, Maria P. Aristigueva, Jeremy L. Hall</p> <p>This Second Edition is a comprehensive resource for designing and implementing effective performance management and measurement systems in public and non-profit organisations. The ideas, tools and processes in this vital resource are designed to help organisations develop measurement systems to support effective management approaches such as strategic management, result-based budgeting, performance management, performance contracting and much more.</p>	<p>Members: \$62</p> <p>Non-Members: \$82.95</p>
	<p>Making the Ask: 149 Tips for Soliciting Major Gifts March 2013, Edited by Scott. C Stevenson.</p> <p>This practical resource helps non-profit professionals improve presentation skills; prepare effective solicitation teams; and train staff, volunteers and board members on the ask. It also gives expert advice on approaching donors for major gifts, tailoring individual proposals, and improving efforts to solicit major gifts.</p> <p>*Please note that this book is a reference book and comes in paperback copy only. It is a print on demand with a 4-6 week waiting period.</p>	<p>Members: \$66.70</p> <p>Non-Members: \$88.95</p>
	<p>Strategic Fund Development: Building Profitable Relationships That Last, + Website, 3rd Edition March 2011, By Simone P. Joyaux</p> <p>The book addresses the needs of fundraisers at every level of expertise. Experienced development officers find this an invaluable reference tool for educating their colleagues and boards. New fundraisers get firm grounding in best practice and what it really takes to do this work. Executive directors learn how fundraising fits into the organisation and what it takes to make fundraising productive.</p>	<p>Members: \$57</p> <p>Non-Members: \$76.95</p>



	<p>The Money-Raising Nonprofit Brand: Motivating Donors to Give, Give Happily, and Keep on Giving March 2014, By Jeff Brooks</p> <p>Taking its cue from for-profit corporations, the non-profit world has increasingly turned to commercial-style branding to raise profiles and encourage giving. But it hasn't worked. Written by longtime industry insider, this book argues that branding strategies borrowed from for-profit companies hasn't just failed but has actually discouraged giving.</p> <p>Nonprofit fundraising is a fundamentally different world—financially, emotionally, and practically—than commercial marketing. Here, the author explains why commercial marketing strategies don't work and provides practical, experience-based alternatives that do.</p>	<p>Members: \$53</p> <p>Non-Members: \$70.95</p>
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Governance and Board Management

	<p>The Handbook of Board Governance: A Comprehensive Guide for Public, Private, and Not-for-Profit Board Members May 2016, By Richard Leblanc</p> <p>Build a more effective board with insight from the forefront of corporate governance</p> <p>The Handbook of Board Governance provides comprehensive, expert-led coverage of all aspects of corporate governance for public, nonprofit, and private boards. Written by collaboration among subject matter experts, this book combines academic rigor and practitioner experience to provide thorough guidance and deep insight.</p>	<p>Members: \$81</p> <p>Non-Members: \$106.95</p>
	<p>All Above Board: Great Governance for the Government Sector 2005, Julie Garland McLellan</p> <p>Written as a practical guide for people who are serving on, aspiring to serve on boards, or working in an organisation that has an interface with a government sector board.</p>	<p>Members: \$30</p> <p>Non-Members: \$35</p>

Grants and Writing Grant Applications



	<p>Winning Grants Step by Step: The Complete Workbook for Planning, Developing and Writing Successful Proposals, 4th Edition August 2013, By Mim Carlson, Tori O'Neal-McElrath, The Alliance for Non-profit Management</p> <p><i>Winning Grants</i> offers an accessible approach to the grant-writing process. It features information on the role of technology (more foundations are going paperless and conducting application submissions via online websites); the explosive growth of donor advised funds the differences in approach between new projects and existing/continuing projects; and techniques for submitting grant proposals to larger foundations versus smaller foundations.</p>	<p>Members: \$40</p> <p>Non-Members: \$53.95</p>
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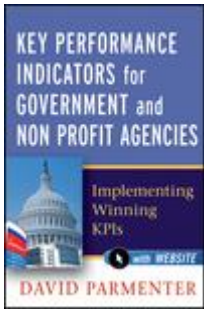
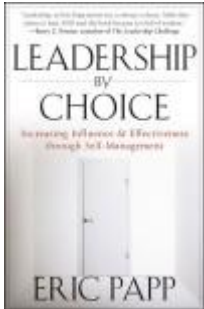

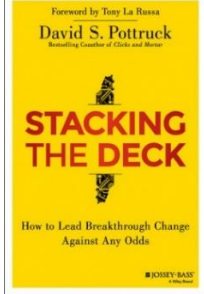
Leadership and Business Skills

	<p>Above the Line: How to Create a Company Culture that Engages Employees, Delights Customers and Delivers Results May 2014, By Michael Henderson</p> <p>In the West we like to believe that our organisations are the height of cultural sophistication, but would it surprise you to learn that most traditional tribes achieve a greater level of effectiveness from their cultures than many western organisations? These are the bold claims from corporate anthropologist, consultant and author Michael Henderson who has observed more than 70 cultures across 40 countries over the last 30 years. <i>Above the Line</i> reveals a new approach, based upon a unique combination of Anthropological knowledge, strategic business methods and leadership development theory, which places accountability for company culture in the hands of employees themselves. It also shows how to achieve optimum results from your organisational culture without employing the use of external consultants, saving both time and money.</p>	<p>Members: \$22.45</p> <p>Non-Members: \$29.95</p>
	<p>Creating Value in Nonprofit- Business Collaborations February 2014, James E. Austin, M. May Seitani</p> <p>The book is a step-by-step guide for business managers and non-profit practitioners for achieving successful cross-sector partnerships. It examines the key dimensions of the Collaborative Mindset that shape each partner's collaborative efforts. It analyzes the drivers of partnership evolution along the Collaboration Continuum, and sets forth the key pathways in the Collaboration Process Value Chain. The book concludes by offering Twelve Smart Practices of Collaborative Value Creation for the design and management of cross sector partnerships. The book will empower organizations to strategically increase the potential for value creation both for the partners and society.</p>	<p>Members: \$59.00</p> <p>Non-Members: \$78.95</p>



	<p>Hooked: How Leaders Connect, Engage and Inspire with Storytelling May 2013, By Gabrielle Dolan and Yamini Naidu</p> <p>In today's hyper-competitive business environment, leaders who can engage and inspire their teams and organisations have a distinct advantage. In <i>Hooked</i>, communication and business storytelling experts Gabrielle Dolan and Yamini Naidu use real-world examples and proven, effective techniques to teach the skill of great business storytelling. They explain what good storytelling is, why business leaders need to learn it, how to create effective stories, and how to practice for perfection.</p>	<p>Members: \$18.70</p> <p>Non-Members: \$24.95</p>
	<p>How to Present: The Ultimate Guide to Presenting Your Ideas and Influencing People Using Techniques That Actually Work November 2012, By Michelle Bowden. (View the book trailer!)</p> <p>Public speaking has the power to derail even the most accomplished people and we've all been forced to sit through PowerPoint presentations that have bored us to tears. Imagine if you had the confidence and skills to execute a winning presentation that could influence and persuade your audience and that galvanises them into action. In <i>How to Present</i>, Bowden shares her comprehensive, 13-step formula for successful presentations. There are three phases to an influential presentation (analysis, design, and delivery) and this book is designed to help you conquer them all.</p>	<p>Members: \$20.95</p> <p>Non-Members: \$27.95</p>
	<p>Humanise: Why Human-Centre Leadership is the Key to the 21st Century January 2015, By Anthony Howard</p> <p><i>Humanise</i> is a comprehensive look at human-centred leadership, providing insight and guidance for those who want to change the world. A deep examination of the concept of moral leadership, this book examines what it is, how it's acquired, and how it can be applied in business, government, and society. Readers will gain insight into predominant leadership styles exemplified in governments and organizations around the world, and discover the missing pieces that come together to more effectively guide people through challenges and transitions.</p>	<p>Members: \$24</p> <p>Non-Members: \$32.95</p>
	<p>Influencing Up May 2012, By Allan R. Cohen and David L. Bradford</p> <p>In their classic book, <i>Influence Without Authority</i>, Allan Cohen and David Bradford provided a universal model of how to influence someone you don't control. <i>Influencing Up</i> applies those ideas to problematic bosses and other powerful people, with sophisticated tactics for building partnerships with them. If you're afraid of retaliation or just unclear as to how to change a senior person's behaviour, don't stay paralysed. <i>Influencing Up</i> gives you the tools to bridge the power gap.</p>	<p>Members: \$23.95</p> <p>Non-Members: \$31.95</p>
	<p>It's All About Who You Hire, How They Lead...and Other Essential Advice from a Self-Made Leader November 2012, By Morton Mandel with John A. Byrne</p> <p>With corporations now associated in the public mind primarily with greed and unethical practices, it's more important than ever for leaders to move the focus back onto integrity, honesty, and doing the right thing. Mort Mandel, a CEO whom Peter Drucker esteemed in the same category as Jack Welch and Andy Grove, has spent the past seven decades mixing business and philanthropy, to the great enhancement of both. In this book Mandel shows how leaders can create lives of both meaning and profitability. The book is filled with lessons learned from how Mort Mandel built a \$3 billion company from scratch, yet also</p>	<p>Members: \$26.95</p> <p>Non-Members: \$35.95</p>



	<p>managed to spend up to a third of his time in the social sector, building and supporting nonprofit organisations.</p>	
	<p>Key Performance Indicators for Government and Non-profit Agencies: Implementing Winning KPIs April 2012, By David Parmenter</p> <p><i>Key Performance Indicators</i> is a proactive guide representing a significant shift in the way KPIs are developed and used, with an abundance of implementation tools for government agencies and nonprofit groups. Filled with numerous case studies and checklists to help readers develop their KPIs, this book shows government agencies and nonprofits how to select and implement winning key performance indicators to ensure that their performance management initiatives are successful.</p>	<p>Members: \$47.95</p> <p>Non-Members: \$63.95</p>
	<p>Leadership by Choice: Increasing Influence and Effectiveness through Self-Management May 2012, By Eric Papp</p> <p>All too often, our choices are rushed and relationships are strained by not thinking clearly or communicating properly. We are all responsible for our own productivity. To be a strong leader, our challenge is to find creative ways to be productive and speak with influence. In this book, author Eric Papp looks at key strategies for leaders to excel not just through ability and smarts but connecting with others and establishing strong decision-making skills. The best leaders develop a system for reflecting on ideas and hold themselves accountable for their choices. <i>Leadership by Choice</i> provides you with applicable ideas in an entertaining manner with stories and pictures for all the areas in which you lead.</p>	<p>Members: \$21.70</p> <p>Non-Members: \$28.95</p>
	<p>Lead With Wisdom: How Wisdom Transforms Good Leaders into Great Leaders December 2013, By Mark Strom</p> <p>In <i>Lead with Wisdom</i>, Mark Strom uses the analogy of mud to describe the elements of wisdom as they contribute to the human structures we build; and to leadership in particular. Strom masterfully cobbles ancient imperial and social history and philosophy, with contemporary business, corporate culture and the academy of management, via an unlikely mix including the Apostle Paul, eastern traditions, and nineteenth and twentieth century philosophers of knowledge.</p>	<p>Members: \$22.45</p> <p>Non-Members: \$29.95</p>
	<p>Stacking the Deck: How to Lead Breakthrough Change Against Any Odds October 2014, By David S. Pottruck</p> <p><i>Stacking the Deck</i> offers a practical approach for inspiring meaningful, lasting change across an organisation. Presenting a nine-step course of action leaders can follow from the first realisation that change is needed through all the steps of implementation including assembling the right team of close advisors and getting the word out to the wider group.</p>	<p>Members: \$26.95</p> <p>Non-members: \$35.95</p>



	<p>Smart Communities: How Citizens and Local Leaders Can Use Strategic Thinking to Building a Brighter Future, 2nd Edition February 2014, Suzanne W. Morse</p> <p>Based on the results of more than a decade of research by the Pew Partnership for Civic Change, <i>Smart Communities</i> provides directions for strategic decision-making and outlines the key strategies used by thousands of leaders who have worked to create successful communities. Outlining seven "leverage points" for decision-making used by thousands of leaders who have worked to create successful communities, this new Second Edition offers leaders from both the public and private sectors the tools they need to build a civic infrastructure and create a better future for all the community's citizens.</p>	
	<p>The Art of Deliberate Success: Transform Your Professional and Personal Life September 2012, By Dr David Keane - view the book trailer!</p> <p>Surveys suggest that people are interested in three fundamental things: being successful, being happy, and not wanting to die. <i>The Art of Deliberate Success</i> focuses on the first of these - the concept and practice of success. What does it mean to be really successful? What do successful people do every day? And how can you be one of them? Based on a powerful ten-part framework, <i>The Art of Deliberate Success</i> presents ten chapters that help you identify strengths and weaknesses so you can focus your attention and effort where it matters most. Informal, easy-to-read and highly effective, this book is the ideal guide for professionals who want to reach new heights and stay there.</p>	<p>Members: \$24.70</p> <p>Non-Members: \$32.95</p>
	<p>The Jossey-Bass Handbook of Nonprofit Leadership and Management, 4th Edition August 2016, David O. Renz</p> <p>The Jossey-Bass Handbook of Nonprofit Leadership and Management is the bestselling professional reference and leading text on the functions, processes, and strategies that are integral to the effective leadership and management of nonprofit and nongovernmental organizations. Now in its fourth edition, this handbook presents the most current research, theory, and practice in the field of nonprofit leadership and management. This practical, relevant guide is invaluable to the effective practice of nonprofit leadership and management, with expanded attention to accountability, transparency, and organizational effectiveness. It also extensively covers the practice of social entrepreneurship, presented via an integrative perspective that helps the reader make practical sense of how to bring it all together.</p>	<p>Members: \$102</p> <p>Non-Members: \$135.95</p>
	<p>The Leader's Guide to Radical Management: Reinventing the Workplace for the 21st Century September 2010, By Stephen Denning</p> <p>Most proposals for improving management address one element of the crisis at the expense of the others. The principles described by author Stephen Denning inspire high productivity, continuous innovation, deep job satisfaction and client delight. Denning puts forward a different approach to management, with seven inter-locking principles of continuous innovation: focusing the entire organisation on delighting clients; working in self-organising teams; operating in client-driven iterations; delivering value to clients with each iteration; fostering radical transparency; nurturing continuous self-improvement and communicating interactively.</p>	<p>Members: \$28.45</p> <p>Non-Members: \$37.95</p>



	<p>The Leader's Guide to Storytelling: Mastering the Art and Discipline of Business Narrative, Revised and Updated February 2011, By Stephen Denning</p> <p>This book shows how storytelling is one of the few ways to handle the most important and difficult challenges of leadership: sparking action, getting people to work together, and leading people into the future. Using myriad illustrative examples and filled with how-to techniques, this book clearly explains how you can learn to tell the right story at the right time.</p>	<p>Members: \$26.95</p> <p>Non-Members: \$35.95</p>
	<p>The Leadership Challenge: How to Make Extraordinary Things Happen in Organizations, 5th Edition July 2012, By James M. Kouzes and Barry Z. Posner</p> <p>For more than 25 years, <i>The Leadership Challenge</i> has been the most trusted source on becoming a better leader, selling more than 2 million copies in over 20 languages since its first publication. Based on Kouzes and Posner's extensive research, this all-new edition casts their enduring work in context for today's world, proving how leadership is a relationship that must be nurtured, and most importantly, that it can be learned. This anniversary edition is a landmark update and a must-read.</p>	<p>Members: \$28.45</p> <p>Non-Members: \$37.95</p>
	<p>The Leadership Challenge Workbook, 3rd Edition July 2012, By James M. Kouzes and Barry Z. Posner</p> <p>A blend of leadership development, project management, and execution, this perfect companion to the bestselling <i>The Leadership Challenge</i> has been refreshed in time for the 25th Anniversary of this trusted leadership development program. Updated with a new global perspective and new research, it is the ultimate change leader's workbook. Based on Jim Kouzes and Barry Posner's classic book <i>The Leadership Challenge</i>, this workbook is a hands-on guide for improving your ability to put into action the Five Practices of Exemplary Leadership® model and become a leader who Models the Way, Inspires a Shared Vision, Challenges the Process, Enables Others to Act, and Encourages the Heart.</p>	<p>Members: \$21.70</p> <p>Non-Members: \$28.95</p>
	<p>The Respectful Leader: seven ways to influence without intimidation July 2016, Gregg Ward with Walter G. Meyer</p> <p>The <i>Respectful Leader</i> presents an engaging, thought-provoking lesson for companies seeking off-the-charts performance. Author Gregg Ward draws on 25 years of leadership consulting, coaching and training experience to reveal the secret results: respect. Intimidation, micro-management and insecurity do not drive top-level performance. True success is built on free-flowing, trusted, and open collaboration between departments, levels, and specialties. This book shows you how to build respect among the ranks—from the top down.</p> <p>Learn the key respectful leadership behaviours that significantly impact morale, how to adjust your own, and others', attitudes to boost productivity, teamwork, and profits and benefit personally and professionally by leading from a place of mutual respect and consideration.</p>	<p>Members: \$23</p> <p>Non-Members: \$31.95</p>



	<p>The Ultimate Book of Influence: 10 Tools of Persuasion to Connect, Communicate, and Win in Business April 2013, By Chris Helder</p> <p>For business leaders and managers, as well as those who work in sales, the power of influence can be a potent advantage. In <i>The Ultimate Book of Influence</i>, author Chris Helder shares ten essential tools that will enable you to influence others so you win the sale or seal the deal. The tools in this book will show you how to read body language, uncover what's most important to a client, convince others to take action, understand the four essential types of people at your workplace, and much more.</p>	<p>Members: \$18.70</p> <p>Non-Members: \$24.95</p>
	<p>Vital Voices: The Power of Women Leading Change Around the World May 2012, By Alyse Nelson</p> <p>In <i>Vital Voices</i>, CEO Alyse Nelson shares the stories of remarkable, world-changing women, as well as the story of how Vital Voices was founded, crossing lines that typically divide. For 15 years, Vital Voices has brought together women who want to enable others to become change agents in their governments, advocates for social justice, and supporters of democracy. They equip women with management and business development skills to expand their enterprises and create jobs in their communities. Their voices, stories, and hard-earned lessons—shared here for the first time—are deeply authentic and truly vital.</p>	<p>Members: \$26.95</p> <p>Non-Members: \$35.95</p>
	<p>The Happy, Healthy Nonprofit: Strategies for Impact without Burnout September 2016, Beth Kanter & Aliza Sherman</p> <p><i>The Happy, Healthy Nonprofit</i> presents realistic strategies for leaders looking to optimize organizational achievement while avoiding the common nonprofit burnout. With a uniquely holistic approach to nonprofit leadership strategy, this book functions as a handbook to help leaders examine their existing organization, identify trouble spots, and resolve issues with attention to all aspects of operations and culture.</p>	<p>Members: \$29.95</p> <p>Non-Members: \$39.95</p>
	<p>The Complete Guide to Fundraising Management, 4th Edition March 2017, Stanley Weinstein ACFRE EMBA and Pamela Barden, DBA, CFRE</p> <p><i>The Complete Guide to Fundraising Management</i> is the comprehensive handbook for successful fundraising, with a practical focus that applies across the nonprofit sector. With a focus on planning, self-assessment, continual improvement, and high-payoff strategies, this book provides more than just ideas—it shows you the concrete, real-world actions that make it all happen, and gives you the tools you need to bring these concepts to life.</p>	<p>Members: \$81</p> <p>Non-Members: \$106.95</p>
	<p>Leadership Results: How to Create Adaptive Leaders and High-Performing Organizations for an Uncertain World August 2017, Sebastian Salicru</p> <p>Leadership Results explores the fall of traditional leadership thinking and the struggling multibillion dollar leadership development industry that is failing to deliver results, and explains the mindset, skills, ways of being and methods that will get results in the new context and evolving paradigm</p>	<p>Members: \$22.50</p> <p>Non-Members: \$29.95</p>

Law and Economy

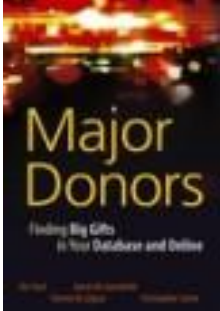
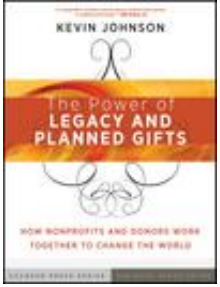
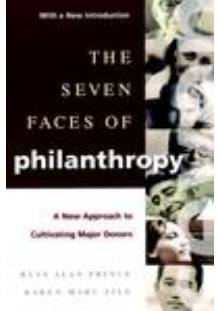


	<p>Nonprofit Investment and Development Solutions: A Guide to Thriving in Today's Economy + Website February 2013, Roger Matloff and Joy Hunter Chailou</p> <p><i>Nonprofit Investment and Development Solutions</i> provides solid guidance for non-profit leadership, staff and volunteers to better position their non-profits to thrive now and in the future. This guide will provide, sophisticated investment and development principles that are easily understandable and adaptable; specific steps to take in order to avoid unnecessary investment risk and secure financial stability; solutions and techniques for capitalising on opportunities created by funding shifts and evolving donor expectations; principles and practices of fiduciary responsibility, behavioural finance, socially responsible investing strategic development planning and charity efficiency.</p>	<p>Members: \$80</p> <p>Non-members: 106.95</p>
	<p>How to be a Global Nonprofit: Legal and Practical Guidance for International Activities February 2013, Lisa Norton</p> <p>When a nonprofit operates across borders, whether by making grants or directly operating programs, the interaction among legal requirements of two or more countries quickly becomes highly complex. <i>How To Be A Global Nonprofit</i> fills a need for legal and practical guidance for nonprofit organizations with international activities, and includes ten case studies to provide insights into the ways real organizations have dealt with various legal and practical issues.</p> <p>Along the way, it skilfully explores alternatives for advancing a nonprofit's mission across borders, while also looking at the legal and practical issues nonprofits encounter as they work internationally.</p>	<p>Members: \$85</p> <p>Non-members: \$113.95</p>

Major Gifts, Bequests, Capital Campaigns

	<p>Conducting a Successful Capital Campaign: The New, Revised, and Expanded Edition of the Leading Guide to Planning and Implementing a Capital Campaign, 2nd Edition November 1999, By Kent E. Dove</p> <p>In the long-awaited second edition of the best-selling guide, Kent Dove offers an updated and expanded blueprint for planning and managing a successful capital campaign. He not only gives authoritative guidance to every aspect of a capital campaign but also provides new discussions on such important topics as linking strategic planning to fundraising, conducting external market surveys, defining leadership roles, establishing a campaign and solicitation process, and more.</p>	<p>Members: \$72.70</p> <p>Non-Members: \$96.95</p>
	<p>Donor-Centered Planned Gift Marketing: (AFP Fund Development Series) October 2010, By Michael J. Rosen</p> <p><i>Donor-Centered Planned Gift Marketing</i> helps nonprofit organisations move beyond traditional marketing techniques that have historically yielded only modest results and reveals how putting the focus on the donor can produce the best outcomes for all. Here, nonprofits new to gift planning will learn to market effectively from the start while those with established programs will discover ways to enhance their efforts. You will learn about various donor-centered marketing channels and techniques, as well as how to generate internal support for an improved planned gift marketing effort.</p>	<p>Members: \$47.95</p> <p>Non-Members: \$63.95</p>



	<p>Major Donors: Finding Big Gifts in Your Database and Online April 2006, By Ted Hart, James M. Greenfield, Pamela M. Gignac, Christopher Carnie</p> <p>Written by a sterling group of experts for their nonprofit peers, <i>Major Donors: Finding Big Gifts in Your Database and Online</i> supplies all types of nonprofit organisations with the best strategies for navigating the ever-changing world of fundraising on the Internet. Truly international in its examples, research, advice, and knowledge, this book is rich with avenues and ideas about approaching prospective givers--and generous with cross-cultural tips about conducting cultivation and solicitation in various countries.</p>	<p>Members: \$57</p> <p>Non-Members: \$76.95</p>
	<p>Nonprofit Essentials: Major Gifts March 2006, By Julia I. Walker</p> <p>This book 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. Its nuts-and-bolts presentation focuses on how to create a prospect-centered program that develops the capacity to engage and solicit donors, effectively based on their unique interests and needs.</p>	<p>Members: \$51.70</p> <p>Non-Members: \$68.95</p>
	<p>The Power of Legacy and Planned Gifts: How Non-profits and Donors Work Together to Change the World March 2010, By Kevin Johnson</p> <p>Planned giving expert Kevin Johnson tailors a how-to guide to the needs of small to medium-sized nonprofits. Written in an easy-to-understand fashion for use in a variety of settings, the book provides the practical knowledge and tools that smaller organisations need to connect with loyal donors and to build a pipeline of future income from bequests to sustain, strengthen, and advance their work and organisational missions.</p>	<p>Members: \$53</p> <p>Non-Members: \$71.95</p>
	<p>The Seven Faces of Philanthropy: A New Approach to Cultivating Major Donors November 2001, By Russ Prince and Karen Maru File</p> <p>Seven Faces of Philanthropy introduces to you the Seven Faces approach—a powerful tool that enables development professionals to maximise their effectiveness when approaching major donors for gifts. The authors identify and profile seven types of major donors and offer you detailed strategies on how to approach them. Both novice and expert fundraisers will find this framework a valuable supplement to existing strategies and techniques.</p>	<p>Members: \$39</p> <p>Non-Members: \$52.95</p>

Marketing (incl. Direct Mail, Social Media), Media, Communications



	<p>101 Social Media Tactics for Nonprofits: A Field Guide January 2012, By Melanie Mathos, Chad Norman and Beth Kanter</p> <p>The ultimate social media guide for non-profits, with 101 ways to engage supporters, share your mission and inspire action using the social web. Broken down into five key areas, this unique guide explains the steps and tools needed to implement each tactic, and provides many real-life examples of how non-profits are using the tactics.</p>	<p>Members: \$43</p> <p>Non-Members: \$56.95</p>
	<p>Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing November 2011, By Roger Dooley</p> <p><i>Brainfluence</i> explains how to practically apply neuroscience and behaviour research to better market to consumers by understanding their decision patterns. This application, called neuromarketing, studies the way the brain responds to various cognitive and sensory marketing stimuli. Analysts use this to measure a consumer's preference, what a customer reacts to, and why consumers make certain decisions. With quick and easy takeaways offered in 60 short chapters, this book contains key strategies for targeting consumers through in-person sales, online and print ads, and other marketing mediums.</p>	<p>Members: \$23.95</p> <p>Non-Members: \$31.95</p>
	<p>Brandraising: How Non-profits Raise Visibility and Money Through Smart Communications December 2009, By Sarah Durham</p> <p>In the current economic climate, nonprofits need to focus on ways to stand out from the crowd, win charitable dollars, and survive the downturn. Effective, mission-focused communications can help organisations build strong identities, heightened reputations, and increased fundraising capability. <i>Brandraising</i> outlines a mission-driven approach to communications and marketing, specifically designed to boost fundraising efforts.</p>	<p>Members: \$40.45</p> <p>Non-Members: \$53.95</p>
	<p>Branding for the Public Sector: Creating, Building and Managing Brands People will Value November 2014, By Paul Temporal</p> <p><i>Branding for the Public Sector</i> presents powerful and effective branding strategies for the public sector illustrated through case studies and examples. The book covers branding architecture, brand vision, market research, brand perception, engagement, communication, managing brand change and much more. Additionally, the book highlights the future of public sector branding and how organizations in the public sector may be a key driver of economic growth and prosperity through the twenty-first century. Branding for the Public Sector offers expert guidance for managers and leaders who want to build powerful, influential brands in the public sector.</p>	<p>Members: \$40</p> <p>Non-Members: \$55.95</p>



	<p>Content Marketing for Non-profits: A Communications Map for Engaging Your Community, Becoming a Favorite Cause, and Raising More Money August 2013, By Kivi Leroux Miller</p> <p>Nonprofits are communicating more often and in more ways than ever before . . . but is anyone paying attention? Kivi Leroux Miller shows you how to design and implement a content marketing strategy that will attract people to your cause, rather than begging for their attention or interrupting them with your communications. You'll learn how to plan, create, share, and manage relevant and valuable content that inspires and motivates people to support your nonprofit in many different ways.</p>	<p>Members: \$42.00</p> <p>Non-Members: \$56.95</p>
	<p>Go Mobile: Location-Based Marketing, Apps, Mobile Optimizing Ad Campaigns, 2D Codes, and Other Mobile Strategies to Grow Your Business December 2011, By Jeanne Hopkins and Jamie Turner</p> <p>Go Mobile is packed with tools, tips, and techniques that will help readers set-up, launch, run, and measure mobile media campaigns. This book will help readers understand the different mobile media platforms, learn how to use SMS for business, incorporate 2D and QR Codes into their campaigns, develop mobile websites and mobile apps, see case studies, and much more.</p>	<p>Members: \$23.95</p> <p>Non-Members: \$31.95</p>
	<p>Infographics: The Power of Visual Storytelling August 2012, By Jason Lankow</p> <p>In today's fast-paced environment, you must communicate your message in a concise and engaging way that sets it apart from the noise. Visual content—such as infographics and data visualisation—can accomplish this. With DIY functionality, <i>Infographics: The Power of Visual Storytelling</i> will teach you how to find stories in your data, and how to visually communicate and share them with your audience for maximum impact.</p>	<p>Members: \$28.45</p> <p>Non-Members: \$37.95</p>
	<p>Internet Management for Nonprofits: Strategies, Tools and Trade Secrets April 2010, By Ted Hart, James M. Greenfield, Steve MacLaughlin, Philip H. Geier, Jr.</p> <p><i>Nonprofit Internet Management</i> reveals how current technologies can be utilised in full measure most effectively by nonprofits and addresses how to manage various applications for maximum benefit to internal operations and community service.</p>	<p>Members: \$47.95</p> <p>Non-Members: \$63.95</p>
	<p>Learn Marketing with Social Media in 7 Days: Master Facebook, LinkedIn & Twitter for Business August 2011, By Linda Coles</p> <p>Geared towards small business owners and entrepreneurs, it provides step-by-step guidance on creating low-cost, high-impact online marketing strategies that really work. You'll learn how to create an effective social media presence for your business, measure the fruits of your efforts, and maintain your social media sites in just thirty minutes a day. Supported by practical information, templates and case studies, this book is for savvy business owners and managers who want to understand their customers better, improve their business networks, and gain an unbeatable competitive edge online.</p>	<p>Members: \$22.45</p> <p>Non-Members: \$29.95</p>



	<p>Marketing with Social Media: 10 Easy Steps to Success for Business August 2014, By Linda Coles</p> <p><i>Marketing with Social Media</i> is your step-by-step guide to using Facebook, LinkedIn, Twitter, Google+, Pinterest and YouTube to promote your business. In 10 quick and easy steps, you'll learn how to use social media effectively, establish a simple marketing plan and measure the results of your efforts. You'll learn the basics of building profile pages, and how to create appropriate content that can be accessed by thousands of potential customers. This new edition is packed full of tips, traps to avoid and social media success stories, plus information on the newer platforms including Vine and Instagram.</p>	<p>Members: \$20</p> <p>Non-Members: \$27.95</p>
	<p>Mastering Story, Community and Influence: How to Use Social Media to Become a Socialleader April 2012, By Jay Oatway</p> <p>Your digital presence tells the story of who you are, so what should you be saying? This book explains the art of social media storytelling, showing you how to turn your offline expertise into the sort of online thought-leadership that cuts through the noise and attracts larger, more important communities. Whether you're new to social media or racing to keep up with every new platform, this will help you become an authoritative presence online and build both the reputation and community you need for your future success in the social media era.</p>	<p>Members: \$26.95</p> <p>Non-Members: \$35.95</p>
	<p>Measuring the Networked Nonprofit: Using Data to Change the World September 2012, By Beth Kanter and Katie Delahaye Paine - as featured on Huffington Post!</p> <p>Having a social media measurement plan and approach can no longer be an afterthought. It is a requirement of success. As nonprofits refine their social media practice, their boards are expecting reports showing results. This book offers the tool and strategies needed for nonprofits that need reliable and measurable data from their social media efforts. Using these tools will not only improve a nonprofit's decision making process, but will produce results-driven metrics for staff and stakeholders.</p>	<p>Members: \$37</p> <p>Non-Members: \$49.95</p>
	<p>Power Stories: The 8 Stories you Must Tell to Build an Epic Business August 2013, By Valerie Khoo</p> <p>Master the art of storytelling in business to help you make the sale and seal the deal by recognising the amazing stories waiting to be uncovered from within your organisation. The book includes a piece about Charity Water and its founder Scott Harrison. Readers will also have access to exclusive resources on the Power Stories website - some of these resources include bonus materials that didn't make it into the book such as step by step instructions on how to become a 'media darling' and how-to guides for using social media.</p>	<p>Members: \$20.95</p> <p>Non-Members: \$27.95</p>
	<p>Revolution in the Mailbox: Your Guide to Successful Direct Mail Fundraising March 2011, By Mal Warwick</p> <p>This book provides your nonprofit organisation with the most current and comprehensive survey of direct mail fundraising available anywhere. If you follow Warwick's practical, down-to-earth advice, direct mail will help your organisation grow, gain visibility, involve your donors, increase its efficiency, and achieve financial stability.</p>	<p>Members: \$47.95</p> <p>Non-Members: \$63.95</p>

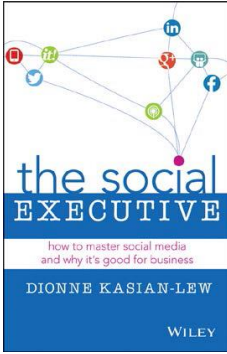
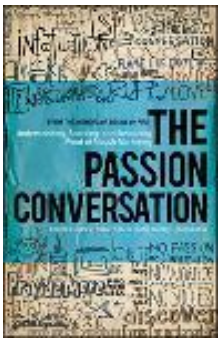
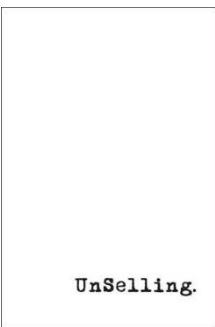
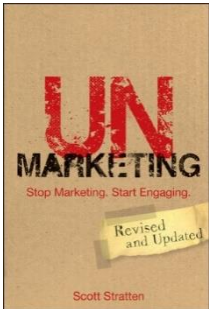


	<p>Social Change Anytime Everywhere: How to Implement Online Multichannel Strategies to Spark Advocacy, Raise Money, and Engage your Community January 2013, By Allyson Kapin and Amy Sample Ward</p> <p>This book is organised to guide readers through the planning and implementation of online multi-channel strategies that will spark advocacy, raise money and promote deeper community engagement in order to achieve social change in real time. It also serves as a resource to help nonprofit staff and their boards quickly understand the evolving online landscape and identify and implement the best online channels, strategies, tools, and tactics to help their organisations achieve their missions.</p>	<p>Members: \$37</p> <p>Non-Members: \$49.95</p>
	<p>Strategic Communications for Nonprofits: A Step-by-Step Guide to Working with the Media, 2nd Edition September 2013, By Kathy Bonk, Emily Tynes, Henry Griggs, Phil Sparks</p> <p>This book offers a unique combination of step-by-step guidance on effective media relations and assistance in constructing and developing an overall communications strategy aimed at creating social or policy change. It first explains the basic principles of a strategic communications strategy that will define the target audiences you need to reach. The book then goes on to address specific issues like earning good media coverage, building partnerships to increase available resources, handling a crisis, and more.</p>	<p>Members: \$38</p> <p>Non-Members: \$50.95</p>
	<p>Successful Marketing Strategies for Nonprofit Organizations: Winning in the Age of the Elusive Donor, 2nd Edition November 2010, By Barry J. McLeish.</p> <p>In <i>Successful Marketing Strategies for Nonprofit Organizations, Second Edition</i>, nonprofit marketing guru Barry J. McLeish shares everything he's learned during more than two decades managing and consulting nonprofits of every shape and size. Skipping all the arcane theory and the business school jargon, he gives you clear, step-by-step advice and guidance and all the tools you need to develop and implement a sophisticated marketing program tailored to your organisation's needs and goals.</p>	<p>Members: \$42.70</p> <p>Non-Members: \$56.95</p>
	<p>The Networked Nonprofit: Connecting with Social Media to Drive Change June 2010, By Beth Kanter, Allison Fine and Randi Zuckerberg</p> <p>This book offers a set of guiding principles to help non-profit leaders navigate the transition from top-down organisations to a networked approach enabled by technology. 'The Networked Nonprofit' contains specific strategies for implementation and secrets to success from nonprofits who have used new social media tools effectively themselves. It also offers effective exercises and how-to's for implementation. A key element of this book is interviews with current nonprofit managers who have learned how to jump into the social media fray without a net and thrived because of it.</p>	<p>Members: \$37</p> <p>Non-Members: \$49.95</p>



	<p>Think Write Grow: How to Become a Thought Leader and Build Your Business by Creating Exceptional Articles, Blogs, Speeches, Books and More November 2011, By Grant Butler</p> <p>In a competitive age, thought leadership has emerged as a subtle but powerful way to grow your business, establish credibility and demonstrate expertise, build your profile and forge relationships with prospects and customers. Thought leadership material can take many forms, including public speaking, websites, the media, and advertising, writing books, online forums, webinars and blogging. This book will show you how to take your great ideas and craft them into a clear point of view which can influence others.</p>	<p>Members: \$22.45</p> <p>Non-Members: \$29.95</p>
	<p>The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause May 2010, By Kiri Leroux Miller (Foreword by Katya Andresen)</p> <p>This book shows how to hack through the bewildering jungle of marketing options and miles-long to-do lists to clear a marketing path that's right for your organisation, no matter how understaffed or underfunded. You'll see how to shape a marketing program that starts from where you are now and grows with your organisation, using smart and savvy communications techniques, both offline and online. This book provides a simple yet powerful framework for building support for your organisation's mission and programs.</p>	<p>Members: \$38</p> <p>Non-Members: \$50.95</p>
	<p>The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, New Releases, and Viral Marketing to Reach Buyers Directly, 5th Edition September 2015, By David Meerman Scott</p> <p>This is the fifth edition of the pioneering guide to the future of marketing. The New Rules of Marketing & PR is an international bestseller with more than 350,000 copies sold in over twenty-five languages. It offers a step-by-step action plan for harnessing the power of modern marketing and PR to directly communicate with buyers, raise visibility, and increase sales. This practical guide is written for marketing professionals, PR professionals, and entrepreneurs who want to grow their businesses and create success. Learn how companies, nonprofits, and organizations of all sizes can leverage web-based content to get timely, relevant information to eager, responsive buyers for a fraction of the cost of big-budget campaigns.</p>	<p>Members: \$27</p> <p>Non-Members: \$33.95</p>
	<p>The New Rules of Sales and Service: How to Use Agile Selling, Real-Time Customer Engagement, Big Data, Content and Storytelling to Grow your Business August 2014, David Meerman Scott</p> <p>In this book, David Meerman Scott demystifies the new digital commercial landscape and offers inspiring and valuable guidance for anyone not wanting to be left behind. Rich with revealing, first-hand accounts of real business that are charting this new territory and finding astounding success. The New Rules of Sales & Services shows how innovative businesses are discovering new opportunities, strengthening customer loyalty, and mastering real-time buyer satisfaction.</p>	<p>Members: \$29</p> <p>Non-Members: \$39.95</p>



	<p>The Social Executive: How to Master Social Media and Why it's Good for Business May 2014, By Dionne Kasian-Lew</p> <p>In this myth-busting book, social media author and professional speaker Dionne Kasian-Lew shows how social media is no longer the domain of playful conversations, it's where real business is accomplished daily. <i>The Social Executive</i> provides evidence-based examples of why social media is good for business and how to master it. The focus is on <i>why</i> social media is important for executives, and how it aligns perfectly with business strategies. It also helps professionals pinpoint the most important social networks to invest time in, and explores which platforms are best suited for various communication goals. It's all about the professional context and creating relationship of mutual benefit.</p>	<p>Members: \$20</p> <p>Non-Members: \$26.95</p>
	<p>The Passion Conversation: Sparking, Sustaining, and Spreading Word of Mouth Marketing August 2013, By Robbin Phillips, Greg Cordell, Geno Church and John Moore</p> <p><i>The Passion Conversation</i> teaches you how to get people to fall passionately and madly in love with your organisation or cause. The author's mash-up of the latest in wonky academic research with practical, real-world stories shows how any business can spark and sustain word of mouth marketing. Readers learn how loving your customers results in not just building a thriving community, but also driving meaningful conversations, ultimately impacting the financial success of a business.</p>	<p>Members: \$23.95</p> <p>Non-Members: \$31.95</p>
	<p>Unselling: The New Customer Experience September 2014, By Scott Stratten and Alison Kramer</p> <p>Unselling is about everything but the sell. We put all of our focus on the individual purchase transaction, while putting the rest of our business actions second. We've become blind to customer service, support, branding, experiences and even product quality. Sixty percent of purchasing decision is made before a customer even contacts you. We have funnel vision, and it needs to stop.</p> <p>Unselling is about the big picture: creating repeat customers, not one-time buyers. Create loyal clients that refer others, not faceless numbers. Becoming the go-to company for something, before they even need you.</p>	<p>Members: \$26</p> <p>Non-Members: \$35.95</p>
	<p>Unmarketing: Stop Marketing, Start Engaging Revised and Updated January 2012, by Scott Stratten and Alison Kramer</p> <p>For generations marketing has been hypocritical. We have been taught to market to others the way we hate being marketed to (cold-calling, flyers, ads); yet we're all aware that no one likes to be marketed to. Potential and current customers want to be listened to, validated and have a platform to be heard – especially online. This book shows people how to create a mindset and systems that perpetually attract the right customers.</p>	<p>Members: \$20</p> <p>Non-Members: \$26.95</p>

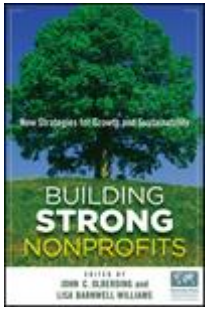
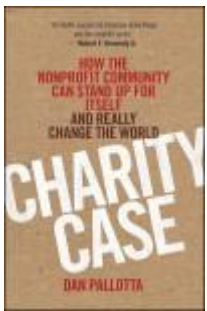
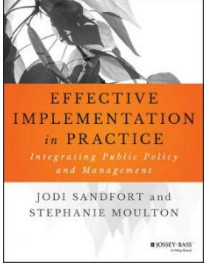
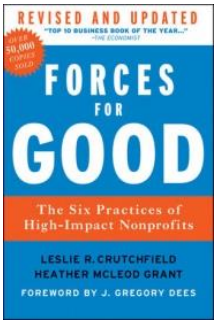


	<p>Building the Internet of Things: Implement New Business Models, Disrupt Competitors, Transform Your Industry November 2016, By Maciej Kranz</p> <p>Building Internet of Things provides front-line business decision makers with a practical handbook for capitalizing on this latest transformation. Focusing on the business implications of Internet of Things (IoT), this book describes the sheer impact, spread, and opportunities arising every day, and how business leaders can implement IoT today to realize tangible business advantages. The</p>	<p>Members: \$32.21</p> <p>Non-Members: \$42.95</p>
	<p>Commonsense Direct & Digital Marketing 5th Edition 2007, Drayton Bird</p> <p>Drayton Bird's <i>Commonsense Direct and Digital Marketing</i> is not only seen as the authority on direct marketing execution but is also widely appreciated for its engaging, non-nonsense style. The latest edition takes the book into new territory -- the field of digital marketing. It gives the marketer the tools, techniques and structures needed to produce effective and profitable marketing across the direct marketing spectrum, from simple letter to focused web-based campaigns.</p>	<p>Member: \$35</p> <p>Non-Member: \$45</p>
	<p>Hypnotic Writing: How to Seduce and Persuade Customers with Only Your Words 2006, Joe Vitale</p> <p>The principles of hypnosis, when applied to copywriting, add a new spin to selling. Joe Vitale has taken hypnotic words to set the perfect sales environment and then shows us how to use those words to motivate a prospect to take the action you want. This is truly a new and effective approach to copywriting, which I strongly recommend you learn. It's pure genius.</p>	<p>Member: \$19.50</p> <p>Non-Member: \$28.95</p>

Non-profit Strategy, Sustainability, and Impact

	<p>Applied Research Methods in Public and Nonprofit Organizations August 2014, By Mitchell Brown and Kathleen Hale</p> <p>A complete guide to applied research, featuring original data and detailed case studies. <i>Applied Research Methods in Public and Nonprofit Organizations</i> takes an integrative approach to applied research, emphasizing design, data collection and analysis. Common case studies across chapters illustrate the everyday nature of research and practical exercises reinforce concepts across all sections of the text. Conducting research, analysing results and synthesizing the findings for key stakeholders is fundamental to the study and practice of public and non-profit management. Aligned with management curriculum for both sectors, the book focuses on the common ground these organisations share when it comes to planning, conducting and using research in day-to-day professional activities.</p>	<p>Members: \$85.00</p> <p>Non-Members: \$113.95</p>
	<p>Beyond Fundraising: New Strategies for Non-profit Innovation and Investment, 2nd Edition January 2013, by Kay Sprinkel Grace</p>	<p>Members: \$36.70</p>



	<p>Fundraising expert Kay Sprinkel Grace presents her internationally field-tested core beliefs, principles, and strategies for developing long-term relationships with donor-investors and volunteers. Share in the wisdom and experience that have helped countless nonprofit organisations grow their base of support and go beyond fundraising into true donor and fund development.</p>	<p>Non-Members: \$48.95</p>
	<p>Building Strong Non-profits: New Strategies for Growth and Sustainability April 2010, by John Olberding and Lisa Barnwell Williams</p> <p>Utilising the extensive expertise of leading fundraising consulting firm Skystone Ryan's executive leadership team and managing consultants to explore and illuminate the most timely issues facing the philanthropic community, <i>Building Strong Nonprofits: New Strategies for Growth and Sustainability</i> identifies new opportunities to define the future of philanthropy.</p>	<p>Members: \$42.70</p> <p>Non-Members: \$56.95</p>
	<p>Charity Case: How the Non-profit Community Can Stand Up For Itself and Really Change the World August, 2013, by Dan Pallotta</p> <p>Virtually everything our society has been taught about charity is backwards. We deny the social sector the ability to grow because of our short-sighted demand that it send every short-term dollar into direct services. Yet if the sector cannot grow, it can never match the scale of our great social problems. <i>In Charity Case</i>, Pallotta proposes a visionary solution: a Charity Defense Council to re-educate the public and give charities the freedom they need to solve our most pressing social issues.</p>	<p>Members: \$28.45</p> <p>Non-Members: \$37.95</p>
	<p>Effective Implementation in Practice: Integrating Public Policy and Management December 2014, By Jodi Sandfort and Stephanie Moulton</p> <p><i>Cultivating Effective Implementation</i> presents an instrumental approach to implementation analysis. By spanning policy fields, organisations and frontline conditions in implementation systems, this book provides a robust foundation for policy makers, public and non-profit managers and leaders.</p>	<p>Members: \$69.00</p> <p>Non-members: \$92.95</p>
	<p>Forces for Good: The Six Practices of High-Impact Non-profits, revised and updated April 2012, by Leslie Crutchfield</p> <p>This revised edition of the bestselling book explores how the recent economic and social upheavals have impacted noteworthy organisations. Despite the enormous changes in the economic landscape, the authors' recent research reaffirms the viability of the original six practices for scaling social impact. The book examines a proven framework that helps nonprofits shift from an organisational mind-set to a relational mind-set, from a more industrial era model of production, where the nonprofit produces goods and services for customers, to a networked model, where the nonprofit's mission is to catalyse social change by inspiring others to action.</p>	<p>Members: \$32</p> <p>Non-Members: \$42.95</p>

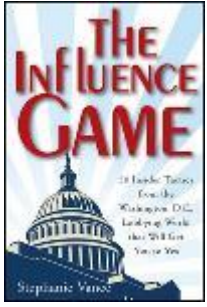
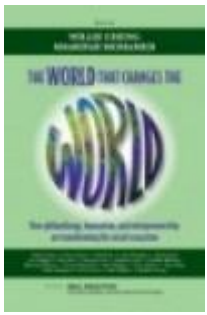

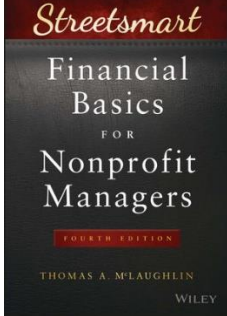


	<p>Governing Cross-Sector Collaboration August 2014, By John Forrer, James (Jed) Kee & Eric Boyer</p> <p>Based on research, interviews with public, private and non-profit sector leaders, and considerable analysis of organizations involved in public-private-non-profit collaborations, the book provides insight into cross-sector collaboration at the global, federal, state, and local levels. Through an examination of the primary modes of cross-sector collaboration, including collaborative contracting, partnerships, networks, and independent public services providers, the book presents a clear case for how public managers can assess the trade-offs and use these options to improve public service delivery.</p>	<p>Members: \$62.20</p> <p>Non-members: \$82.95</p>
	<p>Global Fundraising: How the World is Changing the Rules of Philanthropy March 2013, By Penelope Cagney and Bernard Ross</p> <p>A practical guide to the challenges and successes of global fundraising, written by an international team of highly respected philanthropy professionals and edited by two of the leading nonprofit thinkers, <i>Global Fundraising</i> is the first book to genuinely offer a global overview of philanthropy with an internationalist perspective.</p>	<p>Members: \$64</p> <p>Non-Members: \$85.95</p>
	<p>High Impact Philanthropy: How Donors, Boards, and Non-profit Organizations Can Transform Communities December 2000, By Kay Sprinkel Grace and Alan L. Wendroff</p> <p>High Impact Philanthropy provides a thoughtful analysis of how venture philanthropy is changing the way non-profits run and how philanthropists give. Important parallels are made to the business world, demonstrating how non-profits and donors can both benefit from putting their business hats on and running their organizations and giving programs like businesses."- Jan D'Alessandro Wadsworth, Vice President, AOL Foundation.</p>	<p>Members: \$65.95</p> <p>Non-Members: \$87.95</p>
	<p>Impact Investing: Transforming How We Make Money While Making a Difference August 2011, By Antony Bugg-Levine and Jed Emerson</p> <p>This book shows how impact investing is a transformational vehicle for delivering "blended value" throughout the investment spectrum, giving a single name to a set of activities previously siloed in enclaves, revealing how they are linked within what is becoming a new field of investing. Written by two leaders in the growing field of impact investing, the book defines this emerging industry for participants on all sides of the funding equation (investors, funders and social entrepreneurs).</p>	<p>Members: \$33.70</p> <p>Non-Members: \$44.95</p>
	<p>In Defence of Animals: The Second Wave July 2005, By Peter Singer (FIA Conference Keynote Speaker).</p> <p>Bringing together new essays by philosophers and activists, <i>In Defense of Animals: The Second Wave</i> highlights the new challenges facing the animal rights movement. This is an exciting new collection edited by controversial philosopher Peter Singer, who made animal rights into an international concern when he first published the original <i>In Defense of Animals and Animal Liberation</i> over thirty years ago. This 'second wave' includes essays exploring new ways of measuring animals suffering, reassessing the question of personhood, and highlighting tales of effective advocacy.</p>	<p>Members: \$32.95</p> <p>Non-Members: \$43.95</p>




	<p>Non-profit Sustainability: Making Strategic Decisions for Financial Viability October 2010, By Jeanne Bell, Jan Masaoka and Steve Zimmerman</p> <p>This book is written for non-profit executives and board members who want effective design strategies that combine financial and programmatic realities to put together a mix that will deliver the highest impact with the highest financial sustainability. It offers an understanding of the concept of an organisation-wide business plan and includes specific step-by-step tools to help them develop, modify and adopt plans. The book includes analyses of various earned income types, fundraising income types, and quantitative tools for analysis. The innovative Matrix Map identifies five archetypal business strategies for organisations.</p>	<p>Members: \$40.45</p> <p>Non-Members: \$53.95</p>
	<p>Nonprofit Fundraising Strategy: A Guide to Ethical Decision Making and Regulation for Nonprofit Organizations March 2013, By Janice Gow Pettey (Editor)</p> <p><i>Nonprofit Fundraising Strategy</i> is a helpful and inspiring resource for nonprofits large and small, young and mature, local and international. The insightful guidance and case studies found within these pages will help you understand how to address specific ethical issues within your nonprofit and leave plenty of food for thought and discussion. <i>Nonprofit Fundraising Strategy</i> features a wealth of practical tools to help fundraising practitioners, board members, and governing boards implement these essential concepts into their own organisations.</p>	<p>Members: \$64</p> <p>Non-Members: \$85.95</p>
	<p>Powered by Pro Bono: The Non-profit's Step-by-Step Guide to Scoping, Securing, Managing and Scaling Pro Bono Resources August 2012, By the Taproot Foundation</p> <p>Savvy non-profits use strategic management, marketing, technology, leadership to be competitive. With strapped budgets, many non-profits cannot afford to pay for these resources. However, businesses are an often overlooked as an effective source of skilled professionals who can supply the needed skills. This book shares the acclaimed Taproot Foundations pro bono best practices and shows non-profit managers to apply them to their own unique challenges in a low-to-no-cost way. The author offers keys to identifying opportunities for using pro bono sources, recruiting pro bono resources, and managing pro bono projects effectively.</p>	<p>Members: \$33.70</p> <p>Non-Members: \$44.95</p>
	<p>The Art of Doing Good: Where Passion Meets Action August 2012, By Charles Bronfman and Jeffrey Solomon</p> <p>For anyone setting out to change the world, launching a nonprofit venture can be a powerful way to enact change. Whether bringing donated eyeglasses to children who have never seen clearly, revamping inner city schools, or bringing solar cookers to refugee camps, the act of doing good can be life-changing. Yet starting a nonprofit and running it well can also pose challenges. <i>The Art of Doing Good</i> is an essential companion for anyone looking to start an organisation that makes a real difference.</p>	<p>Members: \$28.45</p> <p>Non-Members: \$37.95</p>
	<p>The End of Fundraising: Raise More Money by Selling your Impact February 2011, By Jason Saul</p> <p>The End of Fundraising turns fundraising on its head, teaching nonprofits how to stop begging for charity and start selling impact. For the first time, nonprofits have economic power. We live in a new era where consumers, businesses, investors, employees, and service providers attach real economic value to social outcomes. An era where yesterday's "feel good" issues—education, the environment, health care, the arts, and animal rights—now have direct economic consequences and opportunities. Nonprofits now have leverage. To</p>	<p>Members: \$23.95</p> <p>Non-Members: \$31.95</p>



	<p>use this leverage, nonprofits must learn how to "sell" their impact to a new set of stakeholders.</p>	
	<p>The Influence Game: 50 Insider Tactics from the Washington D.C. Lobbying World that Will Get You to Yes March 2012, By Stephanie Vance</p> <p>Imagine a world where you are offered every job you seek; every business venture you undertake is successful; and every potential customer you approach buys your product. Now imagine that all of this can be achieved—ethically and honestly. All you need is the help of one battle-tested guide, <i>The Influence Game</i>. Former Washington, D.C. lobbyist Stephanie Vance dispenses everything she's learned about effective (and, believe it or not, honest) persuasion.</p>	<p>Members: \$23.95</p> <p>Non-Members: \$31.95</p>
	<p>The World that Changes the World: How Philanthropy, Innovation, and Entrepreneurship are Transforming the Social Ecosystem September 2010, By Willie Cheng and Sharifah Mohamed</p> <p>The social sector has generally been seen to be behind the curve in the areas of management, governance and innovation. Many players in the social ecosystem are rising to the challenge with emerging social models, enlightened frameworks and innovative approaches that hold great promise for the sector. Many long-held assumptions regarding social progress are challenged. This book rides on these challenges by providing a framework within which to understand the social sector while charting the forces of change and future scenarios for it.</p>	<p>Members: \$38.20</p> <p>Non-Members: \$50.95</p>
	<p>The Sustainability Mindset: Using the matrix map to make strategic decisions October 2014, By Steve Zimmerman and Jeanne Bell</p> <p>The <i>Sustainability Mindset</i> is the next step resource to follow 'Non-profit Sustainability: Making Strategic Decisions for Financial Viability.' Nonprofit sustainability lies at the intersection of impact and financial viability. This book offers non-profit professionals and board members a step by step guide to move your organisation to this intersection. 'The Matrix Map' is an accessible framework that combines financial and programmatic goals into an integrated strategy. In this next step resource, the authors detail a process to develop a meaningful Matrix Map and engage leadership in settling an organisations strategy.</p> <p>Offering a step-by-step guidance for creating a matrix map, helping organisations assess each programs contributions, desired impact and financial bottom line. This comprehensive resource will give any non-profit</p>	<p>Members: \$44.00</p> <p>Non-members: \$59.95</p>
	<p>Streetsmart Financial Bascis For Nonprofit Managers, 4th Edition February 2016, By Thomas A. McLaughlin</p> <p>Let's be honest. Most books about financial management are densely written, heavy on jargon, and light on practicality. Expert financial consultant and author Tom McLaughlin takes a different approach with his fourth edition of Streetsmart Financial Basics for Nonprofit Managers. This comprehensive guide provides effective, easy-to-use tips, tools, resources, and analyses.</p> <p>The light, humorous tone in Streetsmart Financial Basics for Nonprofit Managers makes it an accessible resource for nonprofit executives, board members, students, and those new to the field. This book forgoes useless, pretentious verbiage in order to outline real-world strategies that work.</p>	<p>Members: \$54.00</p> <p>Non-members: \$71.95</p>



<p>Copyright Material</p> <p>EMOTIONRAISING</p>  <p>How to astonish, disturb, seduce and convince the brain to support good causes</p> <p>Francesco Ambrogetti</p> <p>"Emotionraising is a modern fundraising classic, but no reflective practitioner should be without." —Adrian Sargeant, PhD</p> <p>Copyright Material</p>	<p>Emotionraising: How to astonish, disturb, seduce and convince the brain to support good causes</p> <p>Have you ever wondered what makes you cry while watching a video, what makes you willing to donate to a cause? Based on recent discoveries in neurosciences applied to marketing and fundraising, Francesco Ambrogetti explains why and how emotions guide our decisions and the role they play when we decide to support a cause or an organization. Fascinating insights for all fundraisers!</p>	<p>Members: \$68</p> <p>Non-Members: \$85</p>
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