



Fundraising: Principles and Practice

By Michael J. Worth

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Fundraising: Principles and Practice By Michael J. Worth

Fundraising: Principles and Practice provides readers with a comprehensive introduction to fundraising. Taking a balanced perspective, bestselling author Michael J. Worth offers insights on the practical application of relevant theory. The text is designed to engage readers in thinking critically about issues in fundraising and philanthropy to prepare them for careers in the nonprofit sector. Worth explores donor motivations and fundraising techniques for annual giving programs, major gift programs, planned giving, and corporate and foundation giving and campaigns. Traditional methods, including direct mail and personal solicitations, are discussed as well as new tools and practices, including online fundraising, crowd-funding and social networks, analytics, and predictive modeling. Written specifically for nonprofit career-oriented individuals, this book helps readers become successful fundraisers.

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Fundraising: Principles and Practice By Michael J. Worth Bibliography

- Rank: #54006 in Books
- Brand: Michael J Worth
- Published on: 2015-08-20
- Original language: English
- Number of items: 1
- Dimensions: .70" h x 7.30" w x 9.10" l, .0 pounds
- Binding: Paperback
- 504 pages

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Editorial Review

Review

"This text is an excellent source of academic, theoretical and practical expertise woven into one single text. It is single-handedly a one-stop go-to book for today's fundraising and development staff and tomorrow's students in nonprofit management."--Rick J. Arrowood, J.D.

"Michael Worth has made an enormous contribution to the fundraising profession with Fundraising: Principles and Practice. He brings the wisdom and perspective of decades of senior level experience as he sketches the context of fund-raising today, the centrality of the donor in all that fundraisers do, outstanding insights into capital campaigns, management, and leadership, and a systematic consideration of case studies that are analyzed drawing on his own years as a leader in the field. This is a must-read - for fundraisers who want to advance, for sure, and for managers who want to be leaders."--Michael J. Goff, Ph.D.

"Fundraising: Principles and Practice is grounded in Michael J. Worth's extensive experience and expertise as both a practitioner and a scholar of fundraising. His application of case studies to each topic provides a superb platform for students to develop the analytical skills they will need to function as successful nonprofit professionals. Worth's comprehensive blend of fundraising principles and practice stands out from other books on the topic by focusing on the preparation of leaders who are able to think critically about the substantive issues in philanthropy and to move their nonprofit organizations to the next level of fundraising and organizational excellence."--T. Gregory Barrett

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About the Author

Michael J. Worth is a professor of Nonprofit Management in the Trachtenberg School of Public Policy and Public Administration at The George Washington University in Washington, DC. He was vice president for development and alumni affairs at George Washington for eighteen years, where he planned and directed

two comprehensive campaigns. He previously served as director of development at the University of Maryland College Park. Earlier in his career, he was assistant to the president at Wilkes University and director of development at DeSales University. As principal of a consulting firm, he has advised dozens of nonprofit organizations and educational institutions on strategic planning, governance, and fundraising programs. Dr. Worth has served as a member of the Commission on Philanthropy of the Council for Advancement and Support of Education (CASE) and an editor of the CASE International Journal of Educational Advancement. He has written academic and practitioner-oriented books related to fundraising, governing boards, and nonprofit management. Works include *Leading the Campaign* (2010), *Foundations for the Future* (2012), and the textbook *Nonprofit Management: Principles and Practice* (3rd edition, 2014). He holds a B.A. in economics from Wilkes College, an M.A. in economics from The American University, and a Ph.D. in higher education from the University of Maryland.

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