

# Effective Fundraising for Nonprofits: Real-World Strategies That Work

By Ilona Bray

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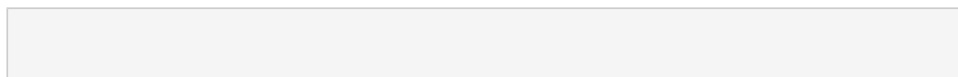
Getting tax-exempt status for your nonprofit organization is just the first step toward succeeding in your mission -- ultimately, your nonprofit's effectiveness depends entirely on your ability to raise money. *Effective Fundraising for Nonprofits* will show you how.

Featuring advice and stories from over 40 experienced fundraisers, foundation staffers, journalists, and more, this edition of *Effective Fundraising for Nonprofits* offers strategies for raising donations from individuals, companies, and institutions, and covers the tools and staff you'll need to get the job done. Find out how to:

- work with individual donors
- analyze the donor base
- plan special events
- solicit grants from foundations and corporations
- get media coverage
- use the Web to further fundraising goals
- start a side business to raise funds

Best of all, *Effective Fundraising for Nonprofits* contains expert advice written in plain English, cutting out the jargon and ""consultant speak"" that's all too common in many nonprofit books.

The new edition covers the latest wisdom on online fundraising, including using social networking for fundraising and tips on dealing with the down economy. And you can read up on latest studies on who gives the most and why and the latest tips for ""greening"" your nonprofit's special events. Plus, you'll get the latest tax figures, guidelines for the new IRS Form 990, and updated resource recommendations and contact information.



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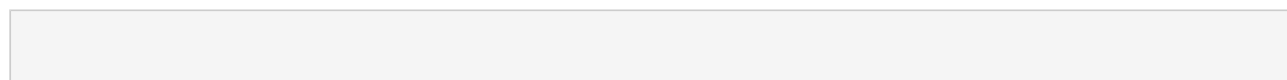
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“Gets into the best ways to keep the money flowing in, including using the Web....” *Accounting Today*

“Provides clear answers for nonprofits, with advice from fundraisers, foundation staffers and journalists.” *San Diego Union-Tribune*

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#### **About the Author**

Ilona Bray is an author and legal editor at Nolo, specializing in real estate, immigration law, and nonprofit fundraising. She is co-author of "Nolo's Essential Guide to Buying Your First Home" and also edits a number of Nolo's small business books. Bray's working background includes solo practice, nonprofit, and corporate stints, as well as long periods of volunteering, including an internship at Amnesty International's main legal office in London. She received her law degree and a Masters degree in East Asian (Chinese) Studies from the University of Washington.

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