



Developing Corporate Partnerships Presented by Elizabeth Crist Darby

Resource List

Ahern, Tom. **How to write fundraising materials that raise more money: the art, the science, the secrets.** Medfield, MA: Emerson & Church, 2007. (HV41.2 .A43 2007)

Ahern, Tom. **Keep your donors: the guide to better communications & stronger relationships.** Hoboken, N.J.: John Wiley & Sons, 2008. (HG177 .A34 2008)

Alexander, G. Douglass. **Essential principles for fundraising success: an answer manual for the everyday challenges of raising money.** San Francisco: Jossey-Bass, 2005. (HG177 .A374 2005)

Axelrod, Terry. **Raising more money: a step-by-step guide to building lifelong donors.** 2nd ed. Seattle, WA: Raising More Money Publications, 2001. (HV 41.2 .A94 2001)

Berkey, E. Dale. **The disappearing donor: where your ministry's lapsed givers went, and why.** Akron, OH: Berkey Brendel Sheline, 2005. (BV772.5 .B47 2005)

Bray, Ilona M. **Effective fundraising for nonprofits: real-world strategies that work.** 2nd ed. Berkeley, CA: NOLO, 2008. (HG177.5 .U6 B73 2008)

Burk, Penelope. **Donor-centered fundraising: how to hold on to your donors and raise much more money.** Chicago, IL: Burk & Associates/Cygnus Applied Research, 2003. (HV41.2 .B87 2003)

Burnett, Ken. **Relationship fundraising: a donor-based approach to the business of raising money.** San Francisco, CA: Jossey-Bass, 2002. (HG177 .B874 2002)

Burnett, Ken. **The Zen of fundraising: 89 timeless ideas to strengthen and develop your donor relationships.** Melrand, France: White Lion Press, 2006. (HG177 .B876 2006)

Fredricks, Laura. **The ask: how to ask anyone for any amount for any purpose.** San Francisco, CA: Jossey-Bass, 2006. (HG177 .F68 2006)

Fredricks, Laura. **Developing major gifts: turning small donors into big contributors.** Gaithersburg, MD: Aspen Publishers, 2006. (HG177.5 .U6 F74 2006)

Gotlieb, Hildy. **Friendraising: community engagement strategies for boards who hate fundraising but love making friends.** Tucson, AZ : Renaissance Press, 2006. (HV41.9 .U5 G68 2006)

Greenfield, James M. **Fundraising fundamentals: a guide to annual giving for professionals and volunteers.** New York: J. Wiley, 2002. (HG177 .G763 2002)

Henley, Michael J. and Diane L. Hodiak. **Fund raising and marketing in the one-person shop: achieving success with limited resources.** Minneapolis, MN: Development Resource Center, 2002. (HV41.9 .U5 H45 2002)

Jeavons, Thomas. **Growing givers' hearts: treating fundraising as ministry.** 1st ed. San Francisco: Jossey-Bass, 2000. (BV 772.5 .J43 2000)

Lansdowne, David. **Fund raising realities every board member must face: a 1-hour crash course on raising major gifts for nonprofit organizations.** Medfield, MA: Emerson & Church Publishers, 2007. (HG177.5 .U6 L36 2007)

- Major donors: finding big gifts in your database and online.** Hoboken, N.J.: Wiley, 2006. (HV41.2 .M34 2006)
- McLeish, Barry. **Yours, mine, and ours: creating a compelling donor experience.** Hoboken, N.J.: Wiley, 2007. (HD62.6 .M397 2007)
- Million, Holly. **Fear-free fundraising: how to ask people for money.** S.l.: s.n, 2006. (HG177 .M54 2006)
- Newman, Diana S. **Opening doors: pathways to diverse donors.** San Francisco: Jossey-Bass, 2002. (HV91 .N468 2002)
- Nichols, Judith E. **Pinpointing affluence in the 21st century: increasing your share of major donor dollars.** Chicago: Bonus Books, 2001. (HV41.2 .N5296 2001)
- Nielsen, Waldemar A. **Golden donors: a new anatomy of the great foundations.** New Brunswick, NJ: Transaction Publishers, 2002. (HV27 .N53 2002)
- Panas, Jerold. **Asking: a 59-minute guide to everything board members, volunteers and staff must know to secure the gift.** Medfield, MA: Emerson & Church, 2002. (HG 177 .P36 2002)
- People to people fundraising: social networking and Web 2.0 for charities.** Hoboken, N.J.: Wiley, 2007. (HV41.2 .P46 2007)
- Perry, Gail. **Fired-up fundraising: turning board passion into action.** Hoboken, N.J.: Wiley, 2007. (HG177 .P47 2007)
- Pitman, Marc A. **Ask without fear!: a simple guide to connecting donors with what matters to them most.** Mechanicsburg, PA: Executive Books, 2008. (HG177 .P57 2008)
- Sargeant, Adrian. **Building donor loyalty: the fundraiser's guide to increasing lifetime value.** San Francisco: Jossey-Bass, 2004. (HV41.9 .U5 S27 2004)
- Sharpe, Alan. **Breakthrough fundraising letters: how to write direct mail donation request appeals that attract more donors, raise more money, and build stronger relationships.** London, Ont.: Andrew Spencer Pub., 2007. (HV41.2 .S53 2007)
- Understanding donor dynamics: the organizational side of charitable giving.** San Francisco: Jossey-Bass, 2002. (New directions for philanthropic fundraising) (HV41.9 .U5 U63 2002)
- Understanding the needs of donors: the supply side of charitable giving.** San Francisco: Jossey-Bass, 2001. (New directions for philanthropic fundraising) (HV41.9 .U5 U63 2001)
- Warwick, Mal. **How to write successful fundraising letters.** San Francisco, CA: Jossey-Bass, 2008. (HV41.2 .W378 2008)
- Williams, Karla A. **Donor focused strategies for annual giving.** Sudbury, Mass.: Jones and Bartlett Publishers, 2004. (HV41.2 .W53 2003)
- Wilson, Thomas D. **Winning gifts: make your donors feel like winners.** Hoboken, NJ : Wiley, 2008. (HV41.2 .W57 2008)