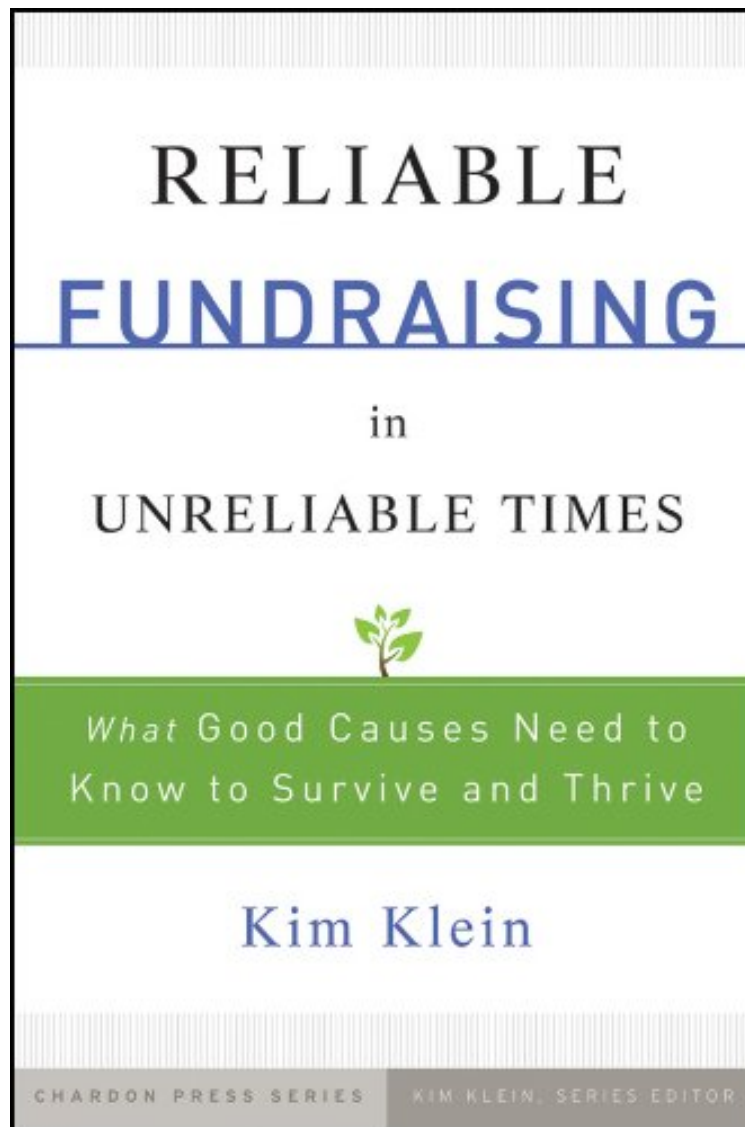


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Reliable Fundraising in Unreliable Times: What Good Causes Need to Know to Survive and Thrive (Kim Klein's Fundraising Series)

Kim Klein

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Kim Klein : Reliable Fundraising in Unreliable Times: What Good Causes Need to Know to Survive and Thrive (Kim Klein's Fundraising Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Reliable Fundraising in Unreliable Times: What Good Causes Need to Know to Survive and Thrive (Kim Klein's Fundraising Series):

0 of 0 people found the following review helpful. It is always "unreliable times"By Thoughtful readerKim has written

another winner here. I love the perspective she puts on "the times" - that they are truly always unreliable. Rather, she focuses on the basics, offering a myriad of ways to approach ways to engage people in supporting non-profit organizations. She writes for the "every charity" - the vast majority of organizations doing good work and needing to find supporters to keep going. A valuable resource with practical information such as guidance on managing your donor lists, expected returns from various fundraising tactics, and how to creatively and logically identify and engage potential supporters. A must-read!! 0 of 0 people found the following review helpful. Book worth reading if looking to do fundraising in these times. By Joan Gives me info that I have been looking for in regards to fundraising. Will be helpful in the work I now do. 4 of 4 people found the following review helpful. GREAT resource for anyone building an organization. By Holly Fincke This book, amazingly enough, bridges what fundraiser newcomers need to learn and what veterans need not to forget. No mean trick! Kim Klein brings a clarity - and a calm voice in tough times - to creating a solid fundraising program to sustain an organization over the long haul. The book works for those facing an immediate crisis (with particular insights on managing that) and for those who want to get sharper as they look to equally or more challenging times ahead. Klein has been in the trenches, and it shows with solid frameworks and examples of how planning, implementing, and evaluating your fundraising from donors really works. I was re-inspired and reminded of the key factors in building a great donor program. And I was so glad that she included advice on how we can get past our own barriers to asking for money. Different than "how to" fundraising manuals, Klein brings some unique gifts in this book, from her social justice framework and analysis of the economy to her practices of respect for and communication with donors. Her insights about improving boards, working with volunteers, and managing and learning through generational change are on point. Importantly, she urges us to respect our work as fundraisers and be mindful of our own sustainability, a factor in building a fundraising program that too often gets dropped. I anticipate continuing to use this book as a key reference tool and one I can recommend to others with varying fundraising backgrounds. Anyone trying to build an organization can learn, and most importantly, implement from this book.

Praise for *Reliable Fundraising in Unreliable Times* "Kim Klein has been a guru to social justice fundraisers for many years. She shows us by her efforts, and not just by her words, that it is possible to raise the money you need, no matter how marginal you feel or are considered in the larger society." —Rinku Sen, executive director, Applied Research Center, New York, New York; author, *Stir It Up* and *The Accidental American* "With wisdom gleaned from over 30 years of experience, Kim Klein delivers her can-do message with wit, grace, and unabashed optimism—even in times like these. She taught us at JVP that there is still plenty of money out there; it's just unevenly distributed. Her consistent message: people give because we ask. Poking fun at money taboos, assuring us that fundraising is not that hard, Kim reminds us that the system is held in place by money: if we don't learn about it, we can't change it!" —Penny Rosenwasser, National Board, Jewish Voice for Peace, Oakland, California "This book is an extraordinary combination of philosophy and how to, all aimed at helping nonprofits build a movement for social justice. Kim distills three decades of fundraising and organizing experience into a book that will be helpful for novice and veteran alike." —Lance Evoy, director, Institute for Community Development, Concordia University, Montreal, Quebec