

Effective Fundraising: The Trustee's Role and Beyond



Fundraising is essential for the success of any non-profit organization. It provides the financial resources that allow organizations to achieve their mission and make a positive impact in their communities.

Trustees play a vital role in fundraising. They are responsible for overseeing the organization's fundraising efforts and ensuring that they are aligned with the organization's mission and values.

Effective Fundraising: The Trustees Role and Beyond

by F. Warren McFarlan



★ ★ ★ ★ ★	5 out of 5
Language	: English
File size	: 538 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 185 pages
Lending	: Enabled



This book provides a comprehensive guide to fundraising for non-profit organizations, with a focus on the role of trustees in developing and implementing successful fundraising strategies.

Chapter 1: The Role of Trustees in Fundraising

The first chapter of the book discusses the role of trustees in fundraising. It covers the following topics:

- The legal responsibilities of trustees for fundraising
- The ethical considerations that trustees must take into account when fundraising
- The different ways that trustees can be involved in fundraising
- The best practices for trustee involvement in fundraising

Chapter 2: Developing a Fundraising Plan

The second chapter of the book provides a step-by-step guide to developing a fundraising plan. It covers the following topics:

- Setting fundraising goals
- Identifying target audiences
- Developing fundraising strategies
- Creating a fundraising budget
- Measuring and evaluating fundraising results

Chapter 3: Major Gifts

The third chapter of the book focuses on major gifts. It covers the following topics:

- The importance of major gifts to non-profit organizations
- The different types of major gifts
- The process of soliciting and cultivating major gifts
- The best practices for managing major gift relationships

Chapter 4: Planned Giving

The fourth chapter of the book discusses planned giving. It covers the following topics:

- The different types of planned gifts
- The tax advantages of planned gifts
- The process of soliciting and cultivating planned gifts
- The best practices for managing planned gift relationships

Chapter 5: Annual Giving

The fifth chapter of the book focuses on annual giving. It covers the following topics:

- The importance of annual giving to non-profit organizations
- The different types of annual giving
- The process of soliciting and cultivating annual gifts
- The best practices for managing annual gift relationships

Chapter 6: Capital Campaigns

The sixth chapter of the book discusses capital campaigns. It covers the following topics:

- The different types of capital campaigns
- The process of planning and executing a capital campaign
- The best practices for managing a capital campaign

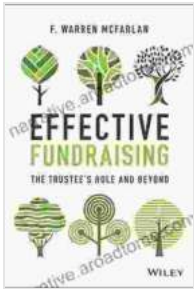
Chapter 7: Stewardship

The seventh chapter of the book focuses on stewardship. It covers the following topics:

- The importance of stewardship to non-profit organizations
- The different ways to express stewardship
- The best practices for stewardship

Fundraising is a complex and challenging undertaking, but it is essential for the success of non-profit organizations. Trustees play a vital role in

fundraising, and this book provides them with the knowledge and tools they need to be successful.



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