

Measuring the Effectiveness of your Fundraising Department and Strategies Presentation

Resource List

Books

Fundraising Analytics, Using data to guide strategy, Joshua Birkholz (excellent source for practical database metrics)

Fund-Raising Cost Effectiveness: A Self-Assessment Work Book, James M. Greenfield

Building Donor Loyalty, Adrian Sargent (industry standard text book)

Strategic Fund Development, Building Profitable Relationships that last, 3rd edition, Simone Joyaux, (includes many measurement suggestions; online appendices include strategy and fundraising plans with specific measures)

Donor Centered Fundraising, How to hold on to your donor and raise much more money, Penelope Burk (Evidence-based donor research data) great blog <http://www.burksblog.com/> fundraising

It ain't what you give, it's the way that you give it, Caroline Fiennes (new book by UK author provides great insights from the donor perspective)

The Development Audit, Guy Mallabone (also free online easy to use audit tool)

Good to Great and the Social Sector, Jim Collins

How to write fundraising materials that make more money, Tom Ahern (includes communication assessment; many online resources)

The Development plan, Lydia Lysakowski (includes section on measurement)



Dehandschutter & Associates
Fundraising Counsel

Articles

“Local Forces for Good,” by Leslie R. Crutchfield & Heather McLeod-Grant, *Stanford Social Innovation Review*, Summer 2012. This article is a follow up to the authors’ popular 2007 book, *Forces For Good: The Six Practices of High Impact Nonprofits*. It specifically outlines how to apply the six practices from the book (share leadership, inspire evangelists, nurture nonprofit networks, advocate and serve, make markets work, and master the art of adaptation) to smaller organizations. You don’t need to have read the book to reap benefits from this article. Download at www.ssireview.org

“Greater Openness About Finances Helps a Chicago Charity Make Plans”, *Chronicle of Philanthropy*, December 4, 2011 (scoreboards on finance, budget, fundraising)

Online Resources

The partnership for Philanthropic Planning (charitable gifts benchmarks
<http://www.pppnet.org/resource/resource.html>)

BoardSource, Governance Index 2012: <http://www.boardsource.org>

Jeff Brooks, <http://futurefundraisingnow.typepad.com>, great blog about FR communications)

Peter Drury, www.seattledrury.com , “Beyond cash” fundraising management dashboard sample

Online Resources used by donors to check you out

Your Website!!!

Guidestar (990 Forms + you can add extra information) and related groups: Philanthropedia;
GreatNonProfits Ratings/Awards

Charity Navigator

GiveWell

Hope Consulting <http://www.hopeconsulting.us/money-for-good>

CharityWatch (watchdog)

If you use other favorite resources, I would love to hear from you so I can add them!