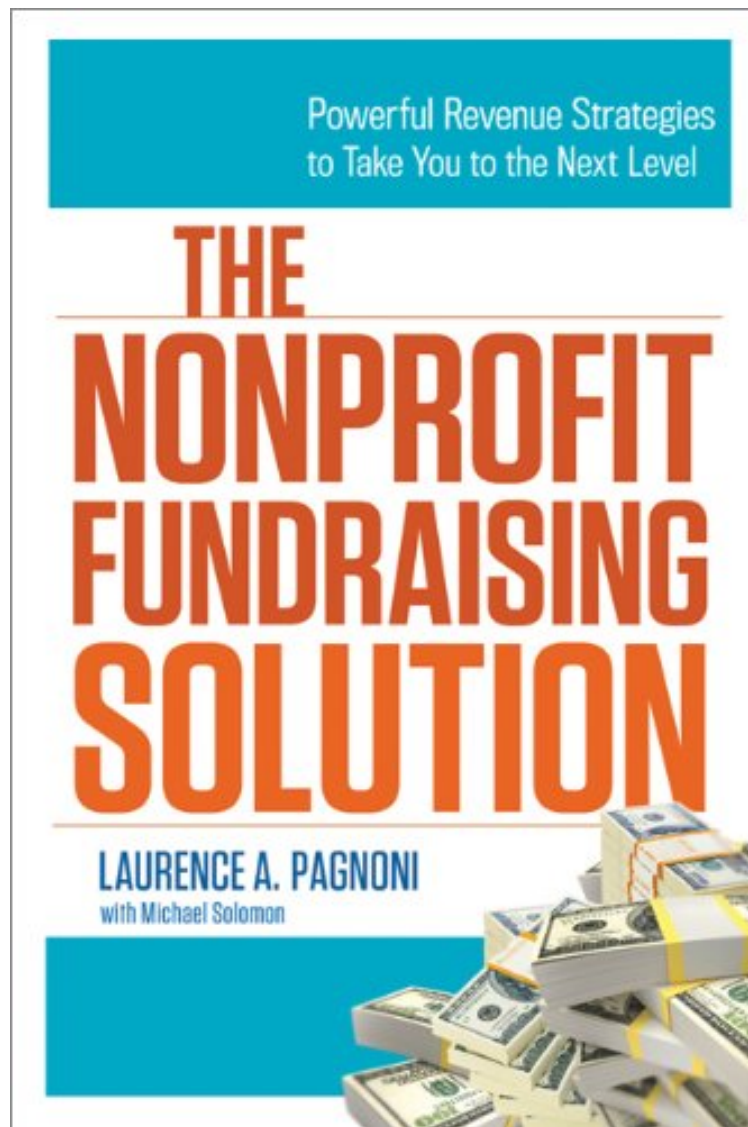


(Free pdf) The Nonprofit Fundraising Solution: Powerful Revenue Strategies to Take You to the Next Level

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Laurence A. Pagnoni

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Laurence A. Pagnoni : The Nonprofit Fundraising Solution: Powerful Revenue Strategies to Take You to the Next Level before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Nonprofit Fundraising Solution: Powerful Revenue Strategies to Take You to the Next Level:

2 of 2 people found the following review helpful. A Book You'll Keep and Wear Thin With UseBy Larry C. JohnsonWhen I held my copy of The Nonprofit Fundraising Solution for the first time I was struck how many books in fundraising claimdash;through title or otherwisemdash;to offer the ldquo;solutionrdquo; to nonprofitsrsquo; money

woes. True as that may be, do not confuse this insightful yet hard-hitting work with the silver-bullet claims of others. Laurence has created what I believe to be the only handbook for strategic fundraising. I use the term handbook deliberately. Solution is a comprehensive tool kit to execute and evaluate a professional strategic program. It's just enough philosophy to give the tools meaning and cohesion but with plain, common sense instructions to execute every aspect of a comprehensive program. My only wish for this work would that it be presented in true handbook format—leather bound and small enough for the breast or hip pocket. But it's not old school! A book you'll keep on your shelf and wear thin with use, *The Nonprofit Fundraising Solution*, is what you need today—and tomorrow. And one last plus: although written primarily for professionals, it's easily understood and applied by the motivated volunteer.

3 of 3 people found the following review helpful. A Profitable Guide for the Nonprofit Organization

By Jotta Jacobson Pagnoni is an experienced, creative resource for people and organizations seeking to make the world a more civil and better place. He offers a quick eye to identify problems besetting the not-for-profit community, and then comes up with clever, effective ways to find solutions for them. Some are in the form of funding, and that comes from donors in all shapes and sizes. Some ideas have to do with streamlining and making management of the organization more nimble, better able to get the job done. Pagnoni has been there, and it's obvious that he has worked through many of the issues with which not-for-profit organizations have to deal. Well worth the cost, and a highly useful guide for people involved in this important part of the world.

1 of 1 people found the following review helpful. Indispensable!

By Chuck Selvaggio Laurence Pagnoni's "The Nonprofit Fundraising Solution" is a gift: a catechism for aspiring fundraisers, a tutorial for realizing aspirations, and a manual for getting a handle on the multi-faceted, multi-leveled mechanisms that make fundraising successful. Written with clarity and humility, "The Nonprofit Fundraising Solution" will remain close-by my desk for both reference and inspiration to walk a little farther in our quest to help the people for whom we've created our mission (Neighbors to Nicaragua). It's obvious Pagnoni has "walked these steps" many times himself, and his book is a sharing of his vast experience in this field. Regardless of the size or scope of your non-profit, there is much here to take you to "the next level." And because of the step-by-step guidance offered, you can get there not only de-mystified, but also empowered.

The nonprofit sector is facing major fundraising challenges. Government cutbacks, shrinking endowments, and business belt-tightening mean revenue shortfalls that could prevent organizations from fulfilling their missions. To survive and ultimately thrive, a nonprofit needs forceful revenue strategies and an organizational culture that champions them. Bridging the gap between theory and practical methods, *The Nonprofit Fundraising Solution* shows readers how to:

- Ensure that executive leadership and board dynamics fully support fundraising initiatives
- Build a broad constituency of donors aligned to the mission
- Determine the right level of funding diversification
- Use tactics such as challenge drives, stretch gifts, and corporate matching; parlor gatherings; leadership councils; year-end drives; corporate partnerships; and major campaigns to power revenue, increase access to wealthy donors, and raise their community profile
- Proactively encourage planned giving
- Avoid revenue plateaus

Full of real-life stories and "casebooks" of the strategies-in-action, this book reveals how any nonprofit can implement advanced fundraising methods and secure the funds they need to excel.

From the Inside Flap Your nonprofit needs revenue to fulfill its mission. In the face of government cutbacks, shrinking endowments, and business belt-tightening, securing funds can be a daunting challenge. But armed with the right strategies, you can take your organization far beyond mere survival to thrive in any economic environment. Presenting real-life stories and "casebooks" of strategies in action, *The Nonprofit Fundraising Solution* bridges the gap between theory and practical methods and shows you how to:

- Determine the right level of funding diversification
- Build a broad constituency of donors aligned to your mission
- Ensure that executive leadership and board dynamics fully support your fundraising initiatives
- Proactively encourage planned giving
- Avoid revenue plateaus

Revealing the inextricable link between successful fundraising and organizational development, the book shows how to increase your access to wealthy donors and raise your community profile to power revenue through tactics such as challenge drives, stretch gifts, and corporate matching gifts; parlor gatherings; leadership councils; year-end drives; corporate partnerships; and major campaigns. To survive and ultimately thrive, your organization needs forceful revenue strategies and an organizational culture that champions them. This book demonstrates how to implement advanced fundraising methods to secure the funds you need to excel.

ADVANCE PRAISE FOR THE NONPROFIT FUNDRAISING SOLUTION: "The Nonprofit Fundraising Solution shows us how to create a fundraising culture in any nonprofit organization. The content is spot-on and very thought provoking. It goes further than most to deliver the stuff every CEO needs, trade secrets that fundraisers usually keep to themselves."

—Michael E. Clark, President, Nonprofit Coordinating Committee of New York

Laurence's book is the long-awaited toolkit that America's heroic social change advocates need and deserve. Too many important national and community efforts fall short because fundraising skills are not married to their leaders' vision. This book demystifies what it takes to succeed. Reading it is a mandatory first step toward adequately capitalizing the nonprofits we all value. Laurence's insider perspective gives us an enormous competitive advantage in an

increasingly crowded marketplace.” — Billy Shore, CEO, Share Our Strength

LAURENCE A. PAGNONI has spent 25 years in the nonprofit sector as a fundraising consultant and as executive director of three nonprofit organizations. He is chairman of LAPA Fundraising and the author of INFO, a popular blog about cutting-edge nonprofit fundraising. He lives in New York City. For more information, please visit www.thenonprofitfundraisingsolution.com.

About the Author LAURENCE A. PAGNONI has spent 25 years in the nonprofit sector as a fundraising consultant and the executive director of three nonprofit organizations. He is chairman of LAPA Fundraising and the author of INFO, a popular blog about cutting-edge nonprofit fundraising. Excerpt. copy; Reprinted by permission. All rights reserved.

Introduction

I never set out to be a fundraiser; I became one of necessity. I began my career as an executive director, working for nonprofit organizations in Virginia, California, and eventually New York City. During my time as an executive director, I managed every facet of the organizations I led, including all aspects of their fundraising. I soon came to realize how essential adequate revenues were to ensuring a nonprofit mission. Without them, our visions for a better civil society amount to little more than pie in the sky. Mark Twain once advised people to be careful about reading health books because “you might die of a misprint.” I’m a big fan of Twain’s poignant humor, and so when writing this book about nonprofit fundraising, I tried to keep his advice in mind and convey vital information carefully. I can assure you that nothing you’ll read in this book will kill you or your organization. Chances are, though, that you are already experiencing something like stagnation, which, for those of us who have dedicated ourselves to “changing the world” through nonprofit work, can sometimes feel like its own sort of death. You dream, you sacrifice, you persist, and yet all too often you come up against a brick wall in trying to achieve real success for your mission. The issue isn’t that you lack the requisite desire or dedication to excel. The problem is you lack the money to implement your vision. It’s a lament that is so common in the nonprofit sector that I sometimes think I hear it in my sleep. Subsequent to my time as an executive director, I’ve served nonprofit clients as a fundraising counsel for more than eighteen years in my capacity as chairman of LAPA Fundraising, an organization I founded in 1995 in New York City. I’ve had the privilege of offering or participating in countless conferences, seminars, workshops, and panel discussions aimed at helping nonprofit organizations raise more money. What I’ve noticed is that although the venues and the audiences change, the questions people ask rarely do. Whether you’re in a house of worship, a university, or a conference center, in front of big audiences or tiny conclaves, someone inevitably steps forward and asks: How can I get to the next level? That is, how can my nonprofit raise more money and create the conditions for sustainable success and high impact? Good question. I usually say, although a more accurate response might be, “Good and very popular question.” The issue of how to get a nonprofit to the next level is nearly ubiquitous because most nonprofits in the United States are small or midsize organizations, and some 87 percent of them are trying to change the world on annual revenues of less than \$1 million. Fully 73 percent exist on less than \$250,000 per annum. Many of these organizations ended their last fiscal year with deficits.¹ These numbers aren’t just sobering; they indicate quite clearly that unless these trends are somehow reversed, the future effectiveness of nonprofits in America looks gloomy indeed. Fortunately there are a number of tried-and-true ways to get you to the next level you seek. The book you are about to read is my attempt to show you how to do so, and to help you answer that seminal question for yourselves, your donors, your constituents, your boards of directors, your communities, and most importantly, your clients. I like to say that a nonprofit is making progress when each day it gets to confront a better set of problems than it had the day before, or, in this case, better questions. My hope is that once you’ve implemented the ideas and tactics I’ve outlined, you’ll never again need to ask, “How do we get to the next level?” We all know your nonprofit requires funding to operate. A limited ability to secure revenue means a meager chance to fulfill your