Nonprofit Crowdfunding Explained Online Fundraising Hacks To Raise More For Your Nonprofit

Creating and Capturing Value through Crowdsourcing| Nonprofit Kit For Dummies | Organizing for Digital Innovation | The PayPal Official Insider Guide to Online Fundraising
Crowdfunding in China | Praxishandbuch Online-Fundraising
Starting & Building a Nonprofit | Crowdfunding and Sustainable Urban Development in Emerging Economies | Social Media for Government
Cases on Strategic Social Media Utilization
Nonprofit Sector Crowdfunding
Funding Strategies

Right now, we’re in the middle of a historic shift in charitable giving behavior. The rules of nonprofit fundraising are being re-written as we speak. With the emergence of social media, smartphones, and the web, opportunities for building nonprofits are finally opening up. What were once tried and true methods to engage donors are quickly becoming archaic and ineffective. Believe it or not, you are living in the golden age of fundraising. A handful of nonprofits have caught on and are absolutely crushing it online. They’ve harnessed the power of technology to run massive online giving campaigns and reach thousands of supporters across the web. It’s a complete no-brainer, but not everyone realizes that yet. In this step-by-step guide, I’m going to be introducing you to several of these organizations that have caught on and are riding a soaring trend. I’ve written about many of these orgs on my popular blog, which has been cited by the New York Times, the Wall Street Journal, and more. I’ve also spoken with many on my podcast. After talking with these nonprofits, I realized one thing. They’re not special. What they’re doing isn’t all that sophisticated. They’re run by ordinary folks, just like you and me. In fact, if you follow the steps that I outline in this book, you’ll be able to replicate their results. You’ll finally get badly needed funding for your organization. Take a second to imagine just how great it will feel to log on to your computer and find your email inbox overflowing with donation messages. Wouldn’t that be awesome? I’m not saying that it’s going to be easy. Quite frankly, you’re going to be treading into uncharted waters. A lot of the tools, websites, and techniques I’m about to cover might seem unfamiliar and at first, confusing. But, I promise you that I’ll hold your hand every step of the way. By the end of this ebook, you’ll have a clear step-by-step plan for executing an online crowdfunding campaign and know what to do next. More importantly, you’ll be able to stay true your org’s mission and serve humanity.

Typically utilized by larger corporations, social media marketing and strategy is lacking in small and medium-sized nonprofit organizations. Although these organizations are beginning to incorporate this form of online communication, there is still a need to understand the best practices and proper tools to enhance an organization’s presence on the web. Cases on Strategic Social Media Utilization in the Nonprofit Sector brings together cases and chapters in order to examine both the practical and theoretical components of creating an online social community for nonprofit organizations. The technologies discussed in this publication with the necessary cost-effective tools for fundraising, marketing, and civic engagement. This publication is an essential reference source for practitioners, academics, researchers, and advanced-level students interested in learning how to effectively use social media technologies in the nonprofit sector.

This book presents a collection of research papers exploring the human side of digital innovation management, with a specific focus on what people say and share on social media, how they respond to the introduction of specific IT tools, and how digital innovations are impacting sustainability and inclusion. Given the plurality of views that it offers, the book is particularly relevant for digital technology users, companies, scientists and governments. The overall spread of digital and technological advances is enhanced or hampered by people’s skills, behaviors and attitudes. The challenge of balancing the digital dimension with humans situated in specific contexts, relations and networks has sparked a growing interest in how people use and respond to digital innovations. The content of the book is based on a selection of the best papers – original double-blind peer-reviewed contributions – presented at the annual conference of the Italian chapter of the AIS, which was held in Milan, Italy, in October 2017.

This PayPal Press book offers practical fundraising money management ideas drawn directly from those with first-hand experiences and insights in the NPO field. Novices will learn step-by-step applications while established NPO officers will appreciate exclusive updates. Readers in all areas of NPO engagement will refer to this latest PayPal Press book often—as a primer and a program. The result is that in applying more effective fundraising techniques and money management tools through this PayPal advice, readers will have more key time and energy to devote to their charity cause.


Modern businesses exist in a dynamic and increasingly competitive realm. To remain viable, organizations must constantly adopt new methods and processes to optimize productivity and workflow. The Handbook of Research on Emerging Business Models and Managerial Strategies in the Nonprofit Sector is a comprehensive reference source for the latest scholarly information on management tools, analytics, and infrastructures for contemporary nonprofit organizations. Highlighting a range of multidisciplinary topics such as crowdfunding, shared value creation, and human resource development, this publication is ideally designed for managers, professionals, students, researchers, and academics interested in enhancing process management in nonprofit businesses.
Economic and societal systems continually evolve as the needs and demands of society change. With the development of new technologies, research, and discoveries, various opportunities emerge for venture development and developing economies. Crowdfunding and Sustainable Urban Development in Emerging Economies provides innovative research on current issues in the rise of new platforms for digital activities, a collaborative economy, crowdfunding, and other activities that are shaping developing countries. Highlighting a range of pertinent topics, such as infrastructure finance, tertiary educational institutions, and urban sustainability, this book is an important resource for academicians, practitioners, researchers, and students.

Nowadays, capital market participation is significant, especially in the rapidly digitizing world. Starting from the perspective of value creation, crowdfunding is divided into two main categories: reward-based crowdfunding and donation-based crowdfunding. The book is informative, apt details for both beginners and experienced Fundraisers. This book covers the basic idea of Reward Based Crowdfunding and Donation Based Crowdfunding. The main headlines of this book are:- • Reward-based crowdfunding: This type of crowdfunding is also known as the non-equity way of funding your project. It has been widely used for funding campaigns like supporting a free development of software, promotion of motion pictures, aiding scientific research and development of inventions, etc. The people who are funding are hopeful of returns from the project. • Donation-based crowdfunding: The best example for this would be raising funds from individuals to support personal or social causes. Applications Of Crowdfunding 1. Crowdfunding for personal 2. Crowdfunding for real estate 3. Crowdfunding for startups 4. Crowdfunding for businesses 5. Crowdfunding loans 6. Crowdfunding college debt


It is said that the COVID-19 pandemic has turned back the poverty clock. As such, there is a need to have social mechanisms put in place to provide relief to those who are affected in this regard. Islamic social finance consists of tools and institutions that could be used to alleviate poverty. This book explores the impact of COVID-19 on Islamic finance to better understand the effectiveness of Islamic social finance in helping those who have been affected by poverty overnight due to the halt in all major economic activities in the context of the pandemic. Since the struggle against poverty in each country will be different, the book attempts to shed light on the experiences of different countries by presenting successful models of Islamic social finance. The book first looks at poverty and COVID-19 before delving into the role of Islamic social financial institutions and how they have risen against COVID-19. The book concludes by examining the impact of COVID-19 on Islamic microfinance. This book is the first of its kind on the subject of COVID-19, and it intends to bridge the gap in the literature. This book constitutes the refereed proceedings of the 19th International Conference on Parallel and Distributed Computing, Applications and Technologies, PDCAT 2018, held in Jeju Island, South Korea, in August 2018. The 35 revised full papers presented along with the 14 short papers and were carefully reviewed and selected from 150 submissions. The papers of this volume are organized in topical sections on wired and wireless communication systems, high dimensional data representation and processing, networks and information security, computing techniques for efficient networks design, electronic circuits for communication systems.
"Nonprofit Fundraising 101 is a practical guide for nonprofit professionals and decision makers that helps them take their cause mobile. Building on the success of the author’s previous title, Nonprofit Management 101, Nonprofit Fundraising 101 takes readers deep into the specific applications of mobile technology – one of the hottest topics for nonprofits. This new book provides readers with practical tips and tools, as well as expert advice and insights from a variety of well recognized industry experts, comprehensively addressing all areas a nonprofit can use mobile technology to utilize mobile audiences, manage and promote content, recruit, and utilize fundraisers, volunteer more efficiently and effectively, and monitor organizations' goals and key performance indicators, as well as offers specific mobile tools and applications that will meet each nonprofits needs. Readers of this book get a comprehensive look at a critical and emerging set of tools and practices, all designed to empower and enable them to use mobile technology to run their nonprofits more effectively and efficiently. Also features a toolkit of resources, best practices, and practical tips to establish and maintain a robust mobile presence for their nonprofit. Nonprofit Fundraising 101 addresses the entire spectrum of mobile technology use for nonprofits, including information on topics ranging from organizational effectiveness, audience building and communications strategies, volunteer recruitment and management, as well as an overall guide to existing tools and applications”--


"Crowd Funding is becoming one of the best approaches for finding money for just about any project. Crowd Funding gives you the ability to raise money for any idea or business without acquiring debt or giving up equity. Crowd Funding websites are explained in this book and how to best use them to raise the money you need for your project, or idea.”--amazon.com kindle ed.

Bachelor Thesis from the year 2015 in the subject Business economics - Investment and Finance, grade: 1,7, University of Applied Sciences Bielefeld (Wirtschaft und Gesundheit), language: English, abstract: Crowd funding platforms give space to private persons and organizations to publish their projects online and ask for financial support. These projects can be either for profit or non-profit. Although data can, once put online, go viral in no time and become known to many people, there is still much effort needed to create an outstanding project which provides added value to the donor and is thus worth supporting and sharing. By far not every crowdfunding project is successful, and many fundraisers do not yet have the know-how to engage enough funders for their projects. Others even neglect to engage in crowdfunding in the first place, as new possibilities always come along with confusion and insecurity. The central aim of this thesis is therefore to examine how web-based crowdfunding projects must be designed and presented in order to satisfy prospective donors’ needs. The main focus lays on the initiation of the funding process. Prospects shall be convinced to contribute to a crowdfunding campaign in a sustainable, long-term oriented manner. In order to come to the right conclusions, it is necessary to analyze both the fundraisers’ and the funders’ point of view. First of all, it needs to be clarified how crowdfunding works and what possibilities there are for German fundraisers to realize their campaigns in the most satisfactory manner. Several donation-based crowdfunding platforms in Germany offer different tools and features for their users, being both fundraisers and funders. Furthermore, it will be defined who must be addressed by crowdfunding campaigns and whether these people differ from regular offline donors. To become more specific, the German donors and their preferences in giving will be investigated, concerning both offline and online fundraising. For a more profound analysis of the donors’ insights, one has to go back to the very roots of charity and philanthropy: What motivates people to donate to charity? Both the funders’ characteristics and the fundraisers’ possibilities will be brought together when elaborating the incentives to contribute to a crowdfunding campaign. The design and content of the project page as well as the features of the crowdfunding platform should match the basic motives for becoming a donor. Some of the features already being offered by the platforms fulfill this precondition. In addition, there is potential for new tools making a contribution more probable and assuring long-term relationships to donors.


Get the answers to hundreds of financial questions with How Money Works, including how to invest for the future, how to maximise your income, how financial markets work, and how governments control money. Discover essential resources, best practices, and practical tips to establish and maintain a robust mobile presence for your nonprofit. How Money Works is your indispensable guide to the world of money. Business, and governmental finance, and giving you the definitions to cash flow, bonds, superannuation, the open market, and hundreds more. Fully up-to-date with the latest financial developments, including quantitative easing and cryptocurrencies such as Bitcoin, How Money Works is your indispensable guide to the world of money.

"This guide for starting and running a nonprofit organization discusses developing a strategic plan and budget; recruiting and managing board members, volunteers, and staff; fundraising including traditional methods and crowdfunding; marketing strategies; building a website; using social media strategically; avoiding copyright troubles; and adopting policies that are legally sound”--

With this book in hand, nonprofits can increase their fundraising potential—and their overall impact—by learning how to ramp up nearly every aspect of their fundraising programs in new and creative ways. • Adopts a comprehensive approach to nonprofit fundraising for board members, executives, and those specifically charged with raising money • Explores nonprofits’ attitudes and limiting beliefs • Examines best practices related to fundraising, then takes those practices to the next level through creativity and innovation • Provides concrete ways to leverage boards, strategic planning, and adopting policies that are legally sound”--
An increase in the restrictions on the availability of funding for new and growing businesses in the aftermath of the global financial crisis has been accompanied by the emergence and growth of crowdfunding as an alternative method of raising capital. Crowdfunding contributes towards the disintermediation of the finance market as funders and promoters are brought together directly, democratising both fundraising by businesses and investment by individuals. This book brings together empirical financial research, focuses on the study of crowdfunding, uses the tools of financial theory and practice, and explores the financing of social ventures in particular, and discusses the regulatory implications of recent developments. What is clear from this collection is that the crowdfunding space is still evolving, institutional forms are still developing as models are refined, new institutional collaborations (e.g., between equity platforms and business angel networks) are emerging, and new challenges, particularly regulatory challenges, are being encountered. While crowdfunding is not a universal solution for SME finance in a post-crisis financial landscape, it remains too early to determine whether crowdfunding represents a large-scale transformation of the early stage risk capital market or a minor addition to it. This book was originally published as a special issue of Venture Capital.

China is currently the front-runner on the global crowdfunding market, even though this form of financing originated in the USA. Crowdfunding in China, however, differs significantly from its counterpart in the West. This book reveals that Chinese crowdfunding is a product of the country’s dynamic internet sector, which is based on mobile internet, e-commerce, and online/mobile payments, together with significant government support. The author presents a comprehensive theoretical, empirical and field-based work on crowdfunding in China. Adopting a new institutional economics approach, it maps and deciphers the origins and paths of informal finance that have led to internet finance and the rise of crowdfunding platforms in China. In addition, three case studies are analyzed and their implications for crowdfunding stakeholders in China are discussed.

One of the first of its kind, this book examines the digitalization of Chinese businesses both theoretically and practically. Taking a fresh and unique approach, the authors seek to adopt individual theories for each empirical case explored and investigate the dramatic digital transformation that Chinese firms have undergone in recent years. With a particular focus on social networks, the authors observe and analyze the way that digitized applications can interlink with financial systems, developing new capabilities that help to yield competitive advantage. Covering both small to medium sized enterprises (SMEs) and globally orientated multinational enterprises (MNEs), this book is a valuable resource for those researching Asian business, or international business more generally, as well as innovation and technology management.

Help your nonprofit thrive Need practical advice on running a nonprofit? No problem! Packed with the latest tips and techniques on starting and managing a charitable organization, this easy-to-follow guide offers everything you need to help your nonprofit endure the ups and downs of the economy. From applying for your tax exemption to raising money to pay for your programs, it covers it all. So get ready to bring in the bucks — and enjoy watching your nonprofit prosper. Write a mission statement Craft a compelling pitch Raise money online Apply for grants Get the word out Adapt in hard times Prepare a solid budget Flow Pride and Ferrell's MARKETING 2016 provides a thorough overview of essential marketing principles within a visually engaging, reader-friendly presentation. This popular, proven text helps students develop the knowledge and decision-making skills they need to succeed in today's competitive business environment. MARKETING 2016 delivers in-depth coverage of fundamental marketing concepts and strategies, along with practical applications and real-world examples. The updated-to-date material on marketing, social networking, digital marketing, and marketing in times of transition. The current edition also features a new chapter on managing services and branding, a new section exploring the importance and uses of Big Data, and updated learning objectives. Perfect for students of all backgrounds and interest levels, MARKETING 2016 is an essential resource for classroom and career success. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Small companies are abundant in the business realm and outnumber large companies by a wide margin. To maintain a competitive edge against other businesses, companies must ensure the most effective strategies and procedures are in place. This is particularly critical in smaller business environments that have fewer resources. Start-Ups and SMEs: Concepts, Methodologies, Tools, and Applications is a vital reference source that examines the strategies and concepts that will assist small and medium-sized enterprises to achieve competitiveness. It also explores the latest advances and developments for creating a system of shared values and beliefs in small business environments. Highlighting a range of topics such as entrepreneurship, innovation, and organizational sustainability, this multi-volume book is ideally designed for entrepreneurs, business managers, executives, managing directors, academicians, business professionals, researchers, and graduate-level students.

This book on fintechs shows an international comparison on a global level. It is the first book where 10 years of financing rounds for fintechs have been analyzed for 10 different fintech segments. It is the first book to show theCanvas business model for fintechs. Professionals and students get a global understanding of fintechs. The case examples in the book cover Europe, the U.S. and China. About the author: Matthias Fischer is professor of finance and banking at the Institute of Technology Nuremberg Georg-Simon-Ohm in Germany. His research has focused on strategy and M&A in the banking sector, value-based management, robo-advisory and fintechs. Dr. Fischer also serves as a member of the Groupe de Recherche en Management at the IAE Nice Graduate School of Management, Université Côte d'Azur in France. He is internationally active as a strategy and financial advisor. Reviews of the book: FinTech is not the next 'big thing.' It is the big thing now! FinTech is the new business model for the global financial sector, offering clear and enormous potential for vast economies of scale and scope, massive cost savings and efficiency gains, significant risk reduction, and opening the door to banking for literally billions of currently unbanked people. Professor Fischer has done a masterful job of expertly and informatively taking us through all aspects of the revolutionary new FinTech business models. Using state-of-the-art research techniques, he helps us understand how FinTech firms are financed and how they aspire to create value. His in-depth case studies unlock the keys to success in the FinTech sector. His fascinating book is a ‘must read’ for all financial professionals. Dr. Stephen Morrell, Professor of Economics and Finance, Andreas School of Business, Berry University, Miami, USA Matthias Fischer's latest book offers a comprehensive overview of FinTech business models around the world. With a very pedagogical approach, and in a particularly fluid style, the author takes us into the strategic logics of those who are entering the financial sector, who are carriers of innovation and sometimes of disruption, and whose strategies are focused on the need to always meet the emerging expectations of their customers. This precise and well-documented analysis should enable banks to reposition themselves in their ecosystem by studying these new business models, which will enable them to boost their growth. Professor Dr. Nadine Tournoi, Dean of IAE Nice Graduate School of Management, Université Côte d’Azur, France, Chevalier de la Légion d’honneur Fintech Business Models is a must-have book to understand the rapid and intense changes occurring in the financial sector. New technologies have allowed the birth of new financial species, such as, instant digital payments, crowd-funding, social trading, personal finance management, blockchain and cryptocurrencies. It is indeed a very unique and valuable study on the fintech industry, its trends, and its emerging business models. Prof. Ivo Pezzuto, The International School of Management,
This thesis is an economic analysis of online fundraising platforms, commonly referred to as “crowdfunding.” It studies two distinct topics: how different types of funding mechanisms affect donors’ and fundraisers’ incentives, and how government spending affects individuals’ decisions to use crowdfunding. In the first chapter, I develop a new way of empirically modeling donors’ preferences for making contributions to fundraising campaigns under two alternative funding mechanisms. In the first mechanism (All-Or-Nothing), fundraisers keep donations they raise only if the amount meets or exceeds their funding target. Under the second mechanism (Keep-it-All), fundraisers keep donations they raise regardless of whether the amount meets or exceeds their funding target. I estimate my model on a unique dataset that includes over a quarter-million fundraising campaigns collected directly from the two largest crowdfunding platforms. My main findings are as follows. First, I find that fundraisers with higher quality campaigns choose the All-Or-Nothing platform. Simulating how donors would behave had fundraisers selected the alternative platform, I next find donors are more likely to make donations if fundraisers select the All-Or-Nothing mechanism. However, the increase in donations only converts into higher revenue for the highest quality campaigns. Hence, sorting across the two mechanisms can be explained in part by fundraisers selecting the mechanism that maximizes expected funding. In the second mechanism, I study whether increasing in per-pupil spending reduces public school teachers’ use of the popular crowdfunding platform DonorsChoose.com. A key issue in studying the nonprofit sector is understanding the extent to which public spending crowds-out private donations. Recent studies have found that an important contributor to crowd-out is the reduction of fundraising expenditures by nonprofit firms responding to receiving government funding. In this chapter, I focus on whether individuals behave in an analogous manner. I find that a dollar increase in per-pupil expenditures reduces teachers’ fundraising targets by 27 cents. I then decompose this effect into intensive and extensive margins, and find that nearly two-thirds is attributed to the extensive margin. I also disaggregate per-pupil spending into its various components to isolate the primary channels that drive these results.

The financial issues of nonprofit organizations (NPOs) have increased their importance in recent years, especially after the last global economic downturn. In this way, NPOs have been threatened by a reduction of income, while their work and expenses have not decreased. In this book, the editors bring together several topics that the academic literature has previously addressed, connecting them to each other and evaluating how all these issues are interrelated.

Financing Nonprofit Organizations analyses the state of art of all these financial topics and the consequences of the latest economic crisis. It dives into the interrelations of these concepts to suggest lines of future research and to reflect on the future of the different sources of funding of the NPOs. It will be of interest to students, practitioners, and researchers interested in initiating and updating their knowledge in the growing field of the financial aspects of the NPOs.


Examples of the value that can be created and captured through crowdsourcing go back at least to 1714 when the UK used crowdsourcing to solve the Longitude Problem, obtaining a solution that would enable the UK to become the dominant maritime force of its time. Today, Wikipedia uses crowds to provide entries for the world’s largest and free encyclopedia. Partly fueled by the value that can be created and captured through crowdsourcing, interest in researching the phenomenon has been remarkable. Despite this - or perhaps because of it - research into crowdsourcing has been conducted in different research silos, within the fields of management (from strategy to finance to operations to information systems), biology, communications, computer science, economics, political science, among others. In these silos, crowdsourcing takes names such as broadcast search, innovation tournaments, crowdfunding, community innovation, distributed innovation, collective intelligence, open source, crowdpower, and even open innovation. This book aims to assemble chapters from many of these silos, since the ultimate potential of crowdsourcing research is likely to be attained only by bridging them. Chapters provide a systematic overview of the research on crowdfunding from different fields with a more encompassing definition of the concept, its difference for innovation, and its value for both private and public sector.

This book addresses the integration of the Internet and finance which recently has been one of the most notable topics of discussion in the media, the business community, academia, and among policymakers, both in China and worldwide. As a comprehensive, in-depth analysis of one of the fastest growing industries in China, the book covers all the most important areas and issues in the crowdfunding industry in China, including the definition, types, and history of crowdfunding, the scale of the crowdfunding market, the basic business models and risk analysis of crowdfunding, the characteristics of the typical crowdfunding platforms, case studies of the leading crowdfunding platforms in China, and the future development of the crowdfunding industry in China. The book combines theoretical analysis with conceptual discussions and best practices in the crowdfunding industry in China. It is of interest to a variety of readers around the globe, such as (1) existing and potential fund providers; (2) existing and potential fund demanders; (3) investors and professionals running crowdfunding platforms; (4) professionals and major shareholders of traditional financial institutions; (5) staff in regulatory government agencies; (6) academics; and (7) the general public.

New products are the major driver of revenue growth in today’s dynamic business environment. In this Handbook, the world’s foremost experts on new product development bring together the latest thinking on this vitally important topic. These thought-leading authors organize and synthesize knowledge into useful and insightful frameworks covering all aspects of new product development: companies, collaborators, customers, context, markets, and performance. Managers will benefit from the handbook by expanding their knowledge of new product development and researchers will learn about opportunities to continue expanding on this body of knowledge.

An emerging area of study in today’s society is the increasing number of crowdfunding platforms across the world. Crowdfunding plays an integral role in global economic development as they are continuing to multiply throughout various professional disciplines. Empirical research is needed that covers the recent growth of crowdfunding projects and assists researchers and experts in providing knowledge on the economic impact of this trend. Multidisciplinary Approaches to Crowdfunding Platforms is a pivotal reference source that provides vital research on the emerging programs of crowdfunding in the global digital economy and its numerous applications in professional industries. While highlighting topics such as digital entrepreneurship, business intelligence, and e-commerce, this publication explores the latest findings as well as the risks and limitations of crowdfunding platforms. This book is ideally designed for researchers, managers, practitioners, economists, academicians, instructors, sociologists, developers, consultants, policymakers, and students seeking developing research on crowdfunding platforms and the latest trends in various disciplines.

Nonprofit sectors account for a small but significant share of most major economies globally, and the marketing and fundraising activities of organisations operating in this sector are of increasing interest to researchers around the world. Although nonprofit marketing covers many activities not directly concerned with fundraising, the acquisition of funds is the primary objective of most nonprofit marketing work. Nonprofit Marketing and Fundraising provides a...
concise introduction to the latest research in the nonprofit marketing and fundraising field, reviews current controversies, outlines the major theories and models of fundraising, and presents suggestions for future research. The text
guides the reader through the myriad of research undertaken on nonprofit marketing and fundraising, summarises important findings and key thinking on fundraising strategies and processes, offers conceptual insights into emerging
themes and emphasises recent advancements in digital fundraising. Chapters within the book cover, inter alia: criticisms of nonprofit fundraising and the research literature that has responded to attacks; issues connected with the
questions ‘why people donate’ and ‘what characteristics describe the “giving type”? ‘theories of giving’ and of donor retention, including foundational research relating to nonprofit relationship marketing; charity advertising (including
criticisms of its use) and the branding of nonprofit organisations. This shortform book provides a useful overview for advanced students and scholars moving into the field.

Applying the principles of marketing to nonprofit organisations and the fundraising sector is vital for the modern fundraiser who wants to increase profitability and diversify their fundraising efforts in this challenging industry. This
comprehensive how-to guide provides a thorough grounding in the principles underpinning professional practices and critically examines the key issues in fundraising policy, planning and implementation. This new edition of
Fundraising Management builds on the successful previous editions by including an integrated theoretical framework to help fundraisers develop a critical and reflective approach to their practice. Also new to this edition are how-tos on
budgeting and making a strong and compelling case for investment, two vital core skills, as well as comprehensive coverage of digital fundraising and fundraising through social media. The new edition also accounts for recent changes in
the fundraising environment, notably in the UK, the introduction of a new fundraising regulator and new thinking on professional ethics. Combining scholarly analysis with practical real-life examples, Fundraising Management has
been endorsed by the Chartered Institute of Fundraising, and is mapped to the Certificate and Diploma in Fundraising, making it the definitive guide to best practice both in the UK and globally. This is a clear, problem-solving guide
that no fundraising student or professional should be without.