

# Ensuring Financial Sustainability: Selected Annotated Bibliography

This document provides a selected list of sources and materials to help nonprofit organizations ensure their financial stability. Resources are arranged under two categories: 1) organizations and Web sites and 2) print materials. Within each category, entries are listed in alphabetical order by organization or author. All the print materials can be ordered from your local bookstore or via Advocates' Web site at <http://www.advocatesforyouth.org/publications/frtp/financial.htm>.\*

## Organizations and Web Sites

**Association of Fundraising Professionals—Visit [www.afpnet.org](http://www.afpnet.org).**

This is *the* association for development and fund-raising professionals, offering networking resources, conferences, and chapters across the nation.

**Chronicle of Philanthropy—Visit [www.philanthropy.com](http://www.philanthropy.com).**

This bi-weekly newspaper is an essential standard for nonprofit organizations, offering the latest news from the fund-raising world, recent grant listings, profiles of foundations' new staff, and job openings.

**The Foundation Center—Visit [www.fdncenter.org](http://www.fdncenter.org).**

Your first stop on the “fund-raising highway,” the Foundation Center offers lists of grant makers, assistance for grant seekers, and much more. The Center provides reference collections in New York City, NY; Atlanta, GA; Cleveland, OH; San Francisco, CA; and Washington, DC; and sponsors smaller collections at public and university libraries across the nation. Important publications include:

1) *The Foundation Directory* [annual], a directory, in print and online, that lists and describes foundations throughout the United States, provides tables of assets and total giving, and indexes foundations by: name; donors, officers, and trustees; geographic location; types of support; subjects; and international giving.

2) *Philanthropy News Digest* [weekly] e-mail alert with the latest news from the foundation world. To receive, register at [www.fdncenter.org](http://www.fdncenter.org).

**Grassroots Fundraising—Visit [www.grassrootsfundraising.org](http://www.grassrootsfundraising.org).**

An essential for the small nonprofit without much funding or dedicated fund-raising staff, this organization also offers *Grassroots Fundraising Journal*, in print and online.

**Guidestar—Visit [www.guidestar.org](http://www.guidestar.org).**

This great resource provides free information about foundations, including their tax returns with information about all the grants made in the tax year.

**Raising More Money—Visit [www.raisingmoremoney.com](http://www.raisingmoremoney.com).**

A model that targets individual donors with special attention and a first-hand look at the organization's mission and work, it is most effective for community-based organizations.

## Print Materials

Grobman, Gary M; Grant, Gary B; Roller, Steve. *Wilder Nonprofit Field Guide to Fundraising on the Internet* St Paul, Minnesota: Amherst H. Wilder Foundation, 1999. ISBN: 0940069180

This is an easy guide to using the Internet for fund-raising, with practical tips on prospecting for donors, finding funding sources, and getting listed on sites that direct donors to nonprofits.

McInay, Dennis P. *How Foundations Work : What Grantseekers Need to Know About the Many Faces of Foundations*, San Francisco: Jossey-Bass, 1998. ISBN: 0787940119

This book reveals underlying principles that guide grant making. When each foundation has a unique organizational personality with its own values, etc., understanding that personality is the key to winning grants.

Shaw, Sondra C. *Reinventing Fundraising: Realizing the Potential of Women's Philanthropy*, San Francisco, CA: Jossey-Bass, 1995. ISBN: 0787900508

This book identifies models that focus on women's giving and outlines new fund-raising models that can be tailored to an organization's female supporters.

Stallings, Betty and McMillion, Donna. *How to Produce Fabulous Fundraising Events: Reap Remarkable Returns with Minimal Effort*, Washington, DC: Points of Light Foundation, 1999. ISBN: 0963456024

This volume includes all the essential elements for effective fund-raising events: setting goals; designing, staffing, planning, promoting, staging and evaluating the event; and providing step-by-step guides for different types of events.

Warner, Irving R. *The Art of Fund Raising*, New York: Bantam, 1984. ISBN: 0553241281

A classic primer on fund-raising and a textbook for students in the field, this book offers all the principles and practical techniques behind successful fund-raising.

Weisman, Carol E. *Secrets of Successful Fundraising: The Best from the Nonprofit Pros*, St. Louis, MO: F.E. Robbins & Sons, 2000. ISBN: 0966616820

Experts share their secrets and suggestions for developing a fund-raising strategy guaranteed to yield results.

Worth, George. *Fearless Fundraising for Nonprofit Boards*, revised edition, Washington, DC: BoardSource, 2003. ISBN: 1586860658

This book presents ways to motivate board members to get wholeheartedly involved in fund-raising, approach potential funding sources, and increase their support.

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\*To recommend additional resources for a later edition, please contact Advocates for Youth.

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