

Strengthening Your Fundraising Skills, Part One: The Basics
Presented by: Maureen Mahoney Hill, CFRE
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Sources and Resources

14 Basic Principles of Fund Development by Simone Joyaux,
<https://bloomerang.co/blog/14-basic-principles-of-fund-development/>

How Great Leaders Inspire Action, Ted Talk by Simon Sinek
https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

Train Your Board (And Everyone Else) to Raise Money
Andrea Kihlstedt and Andy Robinson, 2015, Emerson & Church Publishers
Attached – The Case Simplified Worksheet

Gail Perry Group, Board Member and Fundraising Best Practices
gailperrygroup.com/board-fundraising-best-practices-strategies-tips/

Network for Good, How to Engage and Activate Your Nonprofit Board (2019)
https://whillconsulting.com/wp-content/uploads/2022/09/eGuide_HowtoEngageandActivateYourNonprofitBoard2019.pdf

The Simone Joyeux Archive – Sofii - <https://sofii.org/foundations-of-fundraising/simone-joyeux> –
Anything she wrote about board engagement in fundraising!

Joan Garry, How to Convince Your Board to Fundraise (Free Template)
<https://joangarry.com/nonprofit-fundraising-plan-board/>

Rachel Muir, The Does and Don'ts of Getting Boards to Fundraise -
<https://www.rachelmuir.com/guides>

Asking – A 59-Minute Guide to Everything Board Members, Volunteers, and Staff Must Know to
Secure the Gift
The Fundraising Habits of Supremely Successful Boards – A 59-Minutes Guide to Assuring
Your Organization's Future
Jerold Panas, 2002, Emerson & Church Publishers

Writing a Capital Campaign Case for Support: 6 Key Elements and Examples by Andrea
Kihlstedt
<https://capitalcampaignpro.com/capital-campaign-case-for-support/#writing>

Do I really Need Gift Acceptance Policies? By Maureen Mahoney Hill, CFRE
<https://advancementadvisorsgroup.com/do-i-really-need-gift-acceptance-policies/>

AFP Ready Reference: Developing Fundraising Policies and Procedures
<https://afpglobal.org/readyreference/afp-ready-reference-developing-fundraising-policies-and-procedures-title-also>

(If you are not an AFP member, email Maureen@advancementadvisorsgroup.com and she will send you a PDF)

Donor database comparisons: [Capterra.com](https://www.capterra.com) and [crm.org](https://www.crm.org)

Fundraising Plan Templates

- <https://alysterling.com/fundraising-plan-template/>
- A Super Simple Fundraising Plan - <https://alliancems.org/wp-content/uploads/PLANS-6-Super-Simple-Fundraising-Plan-Template-2.pdf>
- Blank Fundraising Plan template – Email Maureen to get it!

Keep Your Donors: The Guide to Better Communications & Stronger Relationships 1st Edition
by Tom Ahern, Simone P. Joyaux, November 27, 2007

Giving USA 2024 Highlights
Giving Institute
Website: www.Givingusa.org

Fundraising Effectiveness Project, Association of Fundraising Professionals
Website: <https://afpglobal.org/FundraisingEffectivenessProject>