



Strategic Planning for Fund Raising: How to Bring In More Money Using Strategic Resource Allocation (Jossey Bass Nonprofit and Public Management Series)

Wesley E. Lindahl

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Offers a detailed, strategic planning methodology that nonprofits can use to get the best results for their fund raising dollars. Lindahl shows how nonprofit organizations—including healthcare providers, colleges and universities, and others—can optimize gift income by strategically allocating fund raising resources. The book explains how to analyze such programs as major gifts, planned giving, annual campaigns, direct mail, and phone-a-thons, and how to distribute resources among them most effectively. The strategies and methods outlined in the book will help nonprofit institutions, large and small, plan for successful, long-term development programs.

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