



The Nonprofit Fundraising Solution: Powerful Revenue Strategies to Take You to the Next Level

By Laurence A. Pagnoni

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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.

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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 leader’s 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.

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