

SECURING YOUR ORGANIZATION'S FUTURE

Revised and Expanded Edition

A Complete Guide to Fundraising Strategies

The Foundation Center

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A Complete Guide to Fundraising Strategies

"Success in fundraising is within your grasp!" says author Michael Seltzer to the leaders of the nation's nonprofit organizations. Based upon his extensive experience in fundraising and nonprofit management, Seltzer presents an organized and thorough guide to how nonprofits can achieve long-term financial well-being. The key, says Seltzer, is to build a "network of support" from among the wide variety of funding sources available today.

In this completely revised and expanded edition, Seltzer offers a step-by-step approach to creating and sustaining this all-important network of funding sources through a discussion of:

- Major organizational tasks to address before applying for funding
- How to determine the best mix of funding resources for the long term
- The use of special events, direct mail, the telephone, planned giving, the Internet, and earned and venture income to obtain support from individual donors
- How to secure funding support from institutional sources such as foundations, corporations and businesses, government, religious institutions, and others
- A blueprint for designing and implementing fundraising strategies
- How to capitalize on the uniqueness of your organization to secure funding

Throughout the text, Seltzer incorporates "first-hand" case studies and handy worksheets that help you to organize information and formulate a plan for your organization's needs. The case studies and worksheets are easily adapted for classroom use and make Seltzer's work a recommended text for nonprofit management programs at colleges and universities. Extensive annotated bibliographies provide another valuable resource for students and practitioners.

Michael Seltzer is well known as a pioneer in the field of nonprofit management and philanthropy. As a manager, educator, consultant, grantmaker, and writer, he has a unique perspective on the challenges facing nonprofit organizations. In the 1970's he established one of the first management support organizations in the country in Philadelphia. Also, he has served as a program officer for the Ford Foundation, where he was responsible for its efforts to strengthen the nonprofit sector and advance organized philanthropy worldwide. More recently, he chaired the Masters Degree Program in Nonprofit Management at the Milano Graduate School of Management and Urban Policy of the New School University. And, he has worked with a number of United Nations agencies. In 1989, he received the first Terry McAdam award from the Nonprofit Management Association for the first edition of *Securing Your Organization's Future*. Currently Michael Seltzer is the Director of Business Enterprises for Sustainable Travel. BEST aims to stimulate investment in the livelihoods of people and the preservation of the environment, culture, and heritage of destination communities.



Michael Seltzer

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