



The Art of Fundraising

Gary Phillips

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The Art of Fundraising represents more than forty years' experience of author Gary W. Phillips in the field of nonprofit fundraising and institutional development. The author puts forward strategies and techniques that can save nonprofit board members and staff wasted time and budget, and can dramatically increase the amount of money any organization can raise. The book is divided into five distinct chapters that provide useful tips on generating annual gifts, maintaining a sound balance sheet, building endowment, and conducting successful capital campaigns.

The first chapter, *The Appeal*, lays out strategies for crafting an effective “ask.” The second chapter, *The People*, focuses on how to attract valuable personnel, including board members and development officers. The third chapter, *The Strategies*, is devoted to the decision-making process in implementing cost-effective approaches to raising money. The fourth chapter, *Endowment*, specifically focuses on creating and maintaining endowments, and the fifth chapter, *General*, tackles ethical questions head on.

This down-to-earth guide provides the kind of practical advice that addresses the very questions that fundraising professionals and board members face every day.

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