



The Successful Development Director: How to be a SUCCESS raising friends and funds for your nonprofit organization!

Jeff McLinden

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Raising funds for a nonprofit organization can either be terrifying or one of the most satisfying experiences you will ever undertake. If you are a new development director, a volunteer, a board member or a nonprofit CEO, you'll find this book to be an easy-read guide to success. With 30 years in nonprofit fundraising, marketing, communications and consulting, Jeff McLinden presents the fundamentals of fundraising in an easy-to-read, entertaining, and encouraging style designed to help you raise all the money you need for your nonprofit cause. From the Four Laws of Development to Raising Major Gifts, you'll learn the foundational principles that make fundraising strategies work. You'll also learn why you should pursue "donor delight" as the best way to keep financial partners engaged and giving. You'll learn communications methods that work best, plus how to create a development plan that keeps your focus on where it should be -- on achieving the right objectives with the most important segments of your donor file. Jeff McLinden has spent more than thirty years working within nonprofit organizations large and small. He worked as a department head and part of the management teams for two of America's largest and most recognized nonprofits. Since 1992 Jeff has consulted for dozens of nonprofit organizations as vice president of one of the most respected firms serving the nonprofit sector. The author of dozens of articles on development, marketing and communications, Jeff has also taught hundreds of professionals at national conferences across the United States. "The Successful Development Director" will give you the confidence to plan and execute strategies that will meet your organization's needs, satisfy your board, and create value for your donors.

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