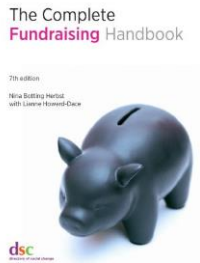


## Recommended Reading List of Key Fundraising Books and Blogs whilst Homeworking During the Time of Coronavirus/Covid 19

### NEW

- **The Complete Fundraising Handbook** by Michael Norton, Directory of Social Change, 2019 [read more...](#)



### Recommended



1. [Making Money with Donor Newsletters](#)

By Tom Ahern  
2013



2. [Relationship Fundraising](#)

By Ken Burnett  
2002



3. [Asking Styles](#)

By Andrea Kihlstedt  
2012





**4. [Fundraising Guide to Irresistible Communications](#)**

By Jeff Brooks

2014



**5. [Fired-Up Fundraising](#)**

By Gail Perry

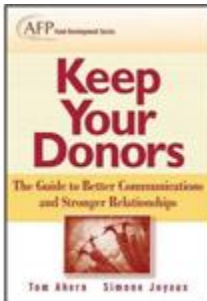
2007



**6. [The Essential Fundraising Handbook for Small Nonprofits](#)**

By Betsy Baker, Kirsten Bullock, Gayle L. Gifford, Pamela Grow, Lori L. Jacobwith, Marc A. Pitman, Sandy Rees, & Sherry Truhlar

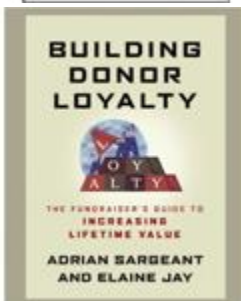
2013



**7. [Keep Your Donors](#)**

By Tom Ahern and Simone P. Joyaux

2007

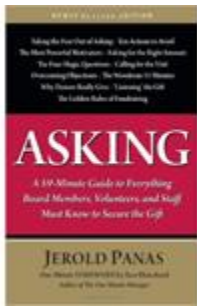


**8. [Building Donor Loyalty](#)**

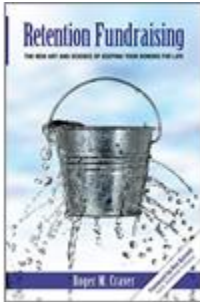
By Adrian Sargeant and Elaine Jay

2011

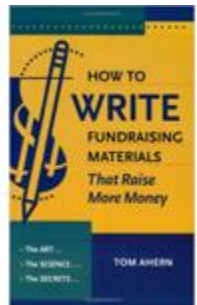




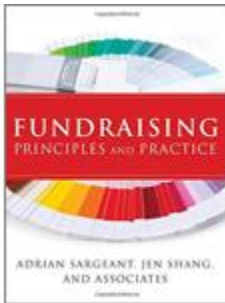
9. [Asking](#)  
By Jerold Panas  
2013



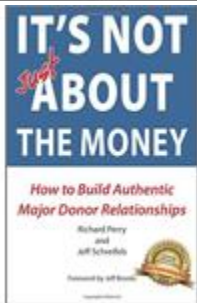
10. [Retention Fundraising](#)  
By Roger Craver  
2014



11. [How to Write Fundraising Materials That Raise More Money](#)  
By Tom Ahern  
2007



12. [Fundraising Principles and Practice](#)  
By Adrian Sargeant, Jen Shang  
2010



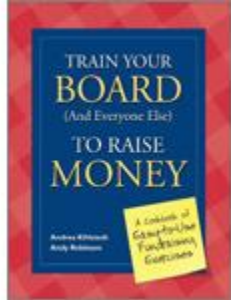
13. [It's Not Just About The Money](#)  
By Richard Perry and Jeff Schreifels  
2014





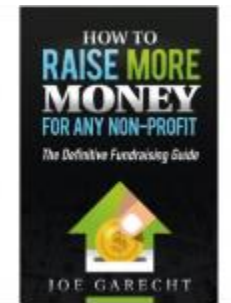
**14. [Major Gift Fundraising for Small Shops](#)**

By Amy Eisenstein  
2014



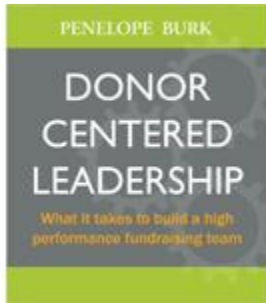
**15. [Train Your Board and Everyone Else to Raise Money](#)**

By Andrea Kihlstedt and Andy Robinson  
2014



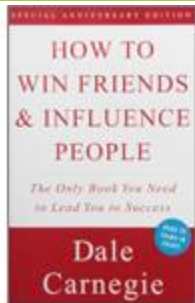
**16. [How to Raise More Money for Any Non-Profit](#)**

By Joe Garecht  
2013



**17. [Donor-Centered Leadership](#)**

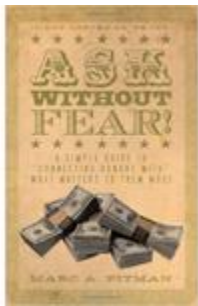
By Penelope Burk  
2013



**18. [How to Win Friends & Influence People](#)**

By Dale Carnegie  
1998





19. [Ask Without Fear!](#)

By Marc A. Pitman  
2008



20. [Fundraising Mistakes that Bedevil All Boards \(And Staff Too\)](#)

By Kay Sprinkel Grace  
2009



A special thanks to the following top fundraising bloggers for their participation: [@101fundraising](#) [@AmyEisenstein](#) [@thattomahern](#) [@SandyRees](#) [@jeffbrosks](#) [@RoryJMGreen](#) [@pamelagrow](#) [@GailPerrync](#) [@marcapitman](#)



<http://sofii.org/>

If you want to build your knowledge of fundraising, but don't know where to start among the wealth of great books out there, look no further. International fundraising copywriter Lisa Sargent has compiled an extensive list of the best fundraising books, covering a range of subjects related to fundraising and all well worth seeking out.

**Note to people who are new to the fundraising and nonprofit profession:**

You will soon see that this is a colossal booklist. And the books you start with will depend on what you are specialising in at present. A fundraising copywriter, for example, will have an essentials list that would be a bit different than someone doing telephone fundraising, or major gifts work.

To get you started, we've taken the liberty of adding that every fundraiser, new and experienced, would do well focusing first on authors such as Jerold Panas, Ken Burnett, Mal Warwick, Jeff Brooks, Adrian Sargeant, Simone Joyaux, George Smith, Chip Heath and Dan Heath, Jerry Huntsinger, Tom Ahern, Penelope Burke, Guy Mallabone, Erica Waasdorp, Harvey McKinnon, Daniel H. Pink, Dan Ariely, and

Robert Cialdini. Other fundraisers will have additional advice to give you regarding essential titles, so don't hesitate to reach out to folks you know and respect to ask for their recommendations.

One last thing. If you are a new fundraiser, it's vital that you get into not only the proper headspace, but the proper 'heartspace' as well. Donors, philanthropy, the amazing act of giving, with the right ethos, it's about so much more than money - and the secret, in turn, to prospering. So please be sure to investigate a few culture-based titles early on, such as *The Power of Giving* by Azim Jamal and Harvey McKinnon and *The Zen of Fundraising* by Ken Burnett. And include the persuasion classics by Chip Heath and Dan Heath, simply because so many fundraisers overwhelmingly included them in their most-recommended lists.

LS, May 25<sup>th</sup>, 2018

### Books for fundraisers:

- *Fundraising Principles and Practice*, Adrian Sargeant, Jen Shang and Associates. Reviewed on SOFII [here](#).
- *Building Donor Loyalty* (US) or *Fundraising Management* (UK), Adrian Sargeant and Elaine Jay.
- *Asking: A 59-Minute Guide to Everything Board Members, Volunteers and Staff Must Know to Secure the Gift*, Jerold Panas.
- *Mega Gifts*, Jerold Panas.
- *Presenting to Win*, Jerry Weissman.
- *How to Write Successful Fundraising Appeals, Third Edition*, Mal Warwick.
- *Strategic Fund Development*, Simone P. Joyaux.
- *Monthly Giving, The Sleeping Giant*, Erica Waasdorp.
- *Hidden Gold* (monthly giving), Harvey McKinnon.
- *The Eleven Questions Every Donor Asks and the Answers Every Donor Craves*, Harvey McKinnon.
- *What Your Donors Want...And Why!* Tom Ahern.
- *Making Money with Donor Newsletters*, Tom Ahern.
- *Keep Your Donors*, Tom Ahern and Simone Joyaux.
- *Donor-Centred Fundraising*, Penelope Burke.
- *Donor-Centred Leadership*, Penelope Burke. Reviewed on SOFII [here](#).
- *Ask Without Fear!* Marc A. Pitman. Reviewed on SOFII [here](#).
- *It's Not Just About the Money*, Richard Perry and Jeff Schreifels.
- *Retention Fundraising*, Roger Craver. Reviewed on SOFII [here](#).
- *Asking Properly*, George Smith. Reviewed on SOFII [here](#).
- *Relationship Fundraising*, Ken Burnett. Reviewed on SOFII [here](#).
- *The Zen of Fundraising*, Ken Burnett.
- *The Tiny Essentials Series*, various authors. (From fundraising to donor loyalty to strategy and board management, by renowned authors such as George Smith, Harvey McKinnon and Adrian Sargeant. Special price on all eight, [www.whitelionpress.com](http://www.whitelionpress.com).)
- *Tiny Essentials of Major Donor Fundraising*, Neil Sloggie. Reviewed on SOFII [here](#).
- *Making Direct Response Fundraising Pay Off*, Jerry Huntsinger.
- *Direct Marketing for Nonprofits*, Kay Partney Lautman.
- *The Fundraiser's Guide to Irresistible Communications*, Jeff Brooks. Reviewed on SOFII [here](#).
- *How to Turn Your Words Into Money*, Jeff Brooks.
- *The Money-Raising Nonprofit Brand*, Jeff Brooks.



- *Designs for Fundraising*, Harold J. Seymour.
- *Excellence in Fundraising Canada*, Guy Mallabone et al.
- *The Leaky Bucket*, Ellen Bristol and Linda Lysakowski.
- *Donors for Life*, Craig Linton and Paul Stein. Reviewed on SOFII [here](#).
- *Data Driven Nonprofits*, Steve MacLaughlin. Reviewed on SOFII [here](#).
- *Revolution in the Mailbox*, Mal Warwick. Reviewed on SOFII [here](#).
- *Raising \$1,000 Gifts by Mail*, Mal Warwick.
- *Fundraising for Social Change*, Kim Klein.
- *Fundraising Fundamentals: A Guide to Annual Giving for Professionals and Volunteers*, James Greenfield.
- *Reliable Fundraising in Unreliable Times*, Kim Klein.
- *Fired Up Fundraising: Turn Board Passion Into Action*, Gail Perry.
- *The Power of Giving*, Azim Jamal and Harvey McKinnon.
- *A Spirituality of Fundraising*, Henri Nouwens.
- *Essential Principles for Fundraising Success*, G. Douglass Alexander and Kristina J. Carlson.
- *Don't Just Applaud, Send Money*, Alvin H. Reiss.
- *Successful Fundraising for Arts and Cultural Organizations*, Karen Brooks Hopkins and Carolyn Stolper Friedman.
- *The Porcupine Principle: and Other Fundraising Secrets*, Jonathan Farnhill.
- *The Influential Fundraiser*, Bernard Ross & Clare Segal. Reviewed on SOFII [here](#).
- *Ethical Decision Making in Fundraising*, Marilyn Fischer.
- *Emotionraising*, Francesco Ambrogetti.
- *Donor-Centered Planned Gift Marketing*, Michael J. Rosen, CFRE.
- *Iceberg Philanthropy, Unlocking Extraordinary Gifts from Ordinary Donors*, Fraser Green and Beth McDonald.
- *How to Raise Planned Gifts By Mail*, Larry Stelter.
- *Effective Telephone Fundraising*, Stephen F. Schatz.
- *T-Rexes vs Kangaroos, and Other Stories: Improving Your Fundraising and Donor Relations*, Lynne M. Wester.
- *With Gratitude: The Power of a Thank You Note*. Jennifer Richwine.
- *Networked Nonprofit*, Beth Kanter.
- *The Nonprofit Marketing Guide*, Kivi Leroux Miller and Katya Andresen.
- *The Art of Asking*, Amanda Palmer.
- *Fundraising and Zombies: A Guide to Charity Management*, John Baguley.
- *Strategic Database Marketing, 2nd edition*, Arthur Hughes.
- *The Seven Faces of Philanthropy: A New Approach to Cultivating Major Donors*, Russ Alan Prince and Karen Maru File.
- *The Journal of Donor Relations & Stewardship, Books 1 & 2*. Julia S. Emlen et al.
- *How to Raise \$500 to \$5,000 from Almost Anyone – A 1-Hour Guide for Board Members, Volunteers, and Staff*, Andy Robinson.
- *The Ultimate Boardmembers Book*, Kay Sprinkel Grace.
- *Engagement Organising: The Old Art and New Science of Winning Campaigns*, Matt Price.
- *The Generosity Network: New Transformational Tools for Successful Fund-Raising*, Jennifer McCrea.
- *The War on Fundraising Talent*, Jason Lewis.
- *Achieving Excellence in Fundraising*, Henry A (Hank) Rosso. Reviewed on SOFII [here](#).
- *Yesterday's trail-blazing and pointers for tomorrow*, Harold Sumption. Reviewed on SOFII [here](#).

- *About that first tweet*, The Social Misfits team: Alisha, Carlos and Alissa. Reviewed on SOFII [here](#).
- *Something to tweet about*, The Social Misfits team: Alisha, Carlos and Alissa. Reviewed on SOFII [here](#).
- *The fundraiser who asked for more*, Rob Woods. Reviewed on SOFII [here](#).
- *Yes you can fund it*, Shannon Anderson. Reviewed on SOFII [here](#).
- *Storytelling for grant-seekers*, Cheryl A. Clarke. Reviewed on SOFII [here](#).
- *Philanthropy in a flat world*, Jon Duschinsky. Reviewed on SOFII [here](#).
- *Digital Giving*, Richard C. McPherson. Reviewed on SOFII [here](#).
- *Making change*, Bilaal Rajan. Reviewed on SOFII [here](#).
- *Storytelling can change the world*, Ken Burnett. Reviewed on SOFII [here](#) and [here](#).

#### **Advertising, marketing and communication books that are great for fundraisers:**

- *The Book of Gossage*, Howard Luck Gossage.
- *Method Marketing*, Denny Hatch.
- *Ogilvy on Advertising*, David Ogilvy. Reviewed on SOFII [here](#).
- *Confessions of an Advertising Man*, David Ogilvy. Reviewed on SOFII [here](#).
- *Stickier Marketing*, Grant Leboff.
- *Tested Advertising Methods*, John Caples. Reviewed on SOFII [here](#).
- *The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters*, Joseph Sugarman.
- *The 22 Immutable Laws of Marketing: Violate Them at Your Own Risk*, Al Ries and Jack Trout.
- *The Ultimate Sales Letter: Attract New Customers, Boost Your Sales*, Dan Kennedy.
- *Selling the Invisible: A Field Guide to Modern Marketing*, Harry Beckwith.
- *Scientific Advertising*, Claude C Hopkins. Reviewed on SOFII [here](#).
- *Changing the world is the only fit work for a grown man*, Steve Harrison. Reviewed on SOFII [here](#).
- *Type and Layout*, Colin Wheildon. Reviewed on SOFII [here](#).

#### **Persuasion and Behavioural Science:**

- *Made to Stick*, Chip Heath and Dan Heath.
- *Switch*, Chip Heath and Dan Heath.
- *The Power of Moments*, Chip Heath and Dan Heath.
- *Drunk Tank Pink*, Adam Alter.
- *Influence, The Psychology of Persuasion*, Robert B. Cialdini.
- *Presuasion, A Revolutionary Way to Influence and Persuade*, Robert B. Cialdini.
- *Yes! 50 Scientifically Proven Ways to Persuade*, Robert B. Cialdini.
- *Contagious*, Jonah Berger.
- *Drive, The Surprising Truth About What Motivates Us*, Daniel H. Pink.
- *To Sell is Human*, Daniel H. Pink.
- *Nudge: Improving Decisions About Health, Wealth, and Happiness*, Richard H. Thaler and Cass R. Sunstein.
- *Predictably Irrational*, Dan Ariely.
- *Brainfluence*, Roger Dooley.
- *The Choice Factory*, Richard Shotton.
- *Emotionomics*, Dan Hill. Reviewed on SOFII [here](#).

#### **Others:**



- *Don't Make Me Think*, Steve Krug.
- *Originals, How Non-Conformists Move the World*, Adam Grant.
- *Give and Take*, Adam Grant.
- *Creativity, Inc.: Overcoming the Unseen Forces that Stand in the Way of True Inspiration*, Ed Catmull.
- *A More Beautiful Question: The Power of Inquiry to Spark Breakthrough Ideas*, Warren Berger.
- *On Writing: A Memoir of the Craft*, Steven King.
- *The 5 Elements of Effective Thinking*, Edward B. Burger and Michael Starbird.
- *Essentialism: The Disciplined Pursuit of Less*, Greg McKeown.
- *Creative Mischiefs*, Dave Trott.
- *A Man Called Ove*, Fredrik Backman.
- *Principles: Life and Work*, Ray Dalio.
- *Real Happiness at Work*, Sharon Salzberg.
- *Get the Job!* Mazarine Treyz.
- *Charity Case*, Dan Palotta.
- *Common Interest, Common Good: Creating Value Through Business and Social Sector Partnerships*, Shirley Sagawa and Eli Segal.
- *The Millionaire Next Door*, Thomas J. Stanley and William D. Danko.
- *Never Eat Alone, and Other Secrets to Success, One Relationship at a Time*, Keith Ferrazzi.
- *Marketing: A Love Story*, Bernadette Jiwa.
- *Tribes: We Need You to Lead Us*, Seth Godin.
- *The Membership Economy: Find Your Super Users, Master the Forever Transaction, and Build Recurring Revenue*, Robbie Kellman Baxter.
- *The Excellence Dividend: Meeting the Tech Tide with Work That Wows and Jobs That Last*, Tom Peters.
- *New Power: How Power Works in Our Hyperconnected World*, Jeremy Heimans and Henry Timms.
- *Rules for Revolutionaries: How Big Organizing Can Change Everything*, Zack Exley/Becky Bond.
- *Playing Big: Practical Wisdom for Women Who Want to Speak Up, Create, and Lead*, Tara Mohr.
- *Careers in Fundraising*, Lilya Wagner.
- *The Last Virtual Volunteering Guidebook*, Jayne Cravens and Susan Ellis.
- *The Elements of Style*, William Strunk Jr. and E.B. White.
- *Daring Greatly*, Brene Brown.
- *How to Win Friends and Influence People*, Dale Carnegie.
- *Influencer: The New Science of Leading Change*, Joseph Grenny and Kerry Patterson.
- *The Power of Habit*, Charles Duhigg.
- *The Soul of Money: Transforming Your Relationship with Money and Life*, Lynne Twist.
- *Power Questions: Build Relationships, Win New Business, and Influence Others*, Andrew Sobel and Jerold Panas.
- *The Political Brain*, Drew Westin.
- *Setting the Table: The Transforming Power of Hospitality in Business*, Danny Meyer
- *A Lamp in the Darkness*, Jack Kornfield.
- *Anger*, Thich Nhat Hahn.
- *The Go Giver: A Little Story About a Powerful Business Idea*, Bob Burg.

**Free SOFII Tutorials:**

- [The Jerry Huntsinger Tutorials](#). Jerry Huntsinger, as edited and presented by Gwen Chapman

- *Lisa Sargent's Thank-you letter clinics* (the most-visited feature on SOFII's gargantuan site) here <http://sofii.org/article/how-t...> and here <http://sofii.org/article/sofii...> .
- *The Great Fundraiser's Bookshelf*, on SOFII. Some of the books listed below are already reviewed on SOFII. In time we hope they all will be. See how you can be a SOFII reviewer, [here](#).

**Other lists abound around the world: A few collections that were recommended:**

- CFRE <http://www.cfre.org/apply/exam...>
- Pamela Grow <http://www.pamelagrow.com/4381...><http://www.pamelagrow.com/4381...>
- T. Clay Buck, Annual Fund Lab <https://annualfundlab.com/anal...>
- AFP Fund Development Series (on Amazon) <https://www.amazon.com/s/ref=n...>
- JCamp 180 <https://jcamp180.org/knowledge...>
- Nancy E. Schwartz *The Book That Changed My Life*, 129 recommendations from Nonprofit leaders around the world.
- [The Agitator's list as of 29th May 2018](#)

**Additional resources:**

- The Emerson and Church Publishers, Online Bookstore ("some of the [bestselling](#) and most authoritative fundraising and board development books in America").
- White Lion Press ("the best fundraising and general books you'll find anywhere"). <http://www.whitelionpress.com/>