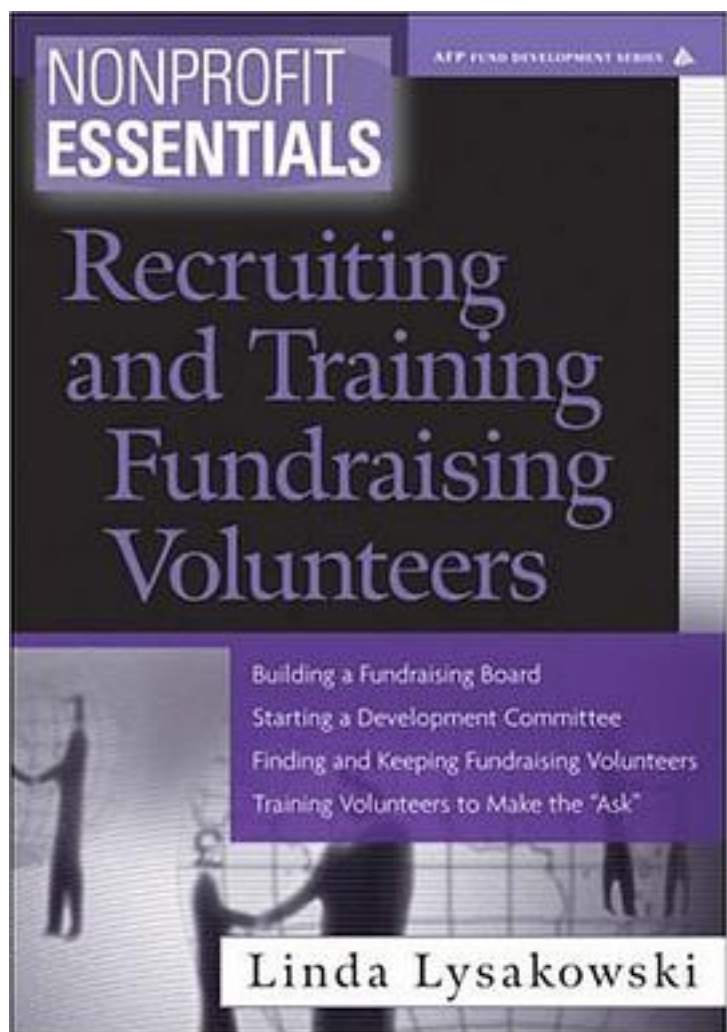


Nonprofit Essentials



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Introduction

After many years in the fundraising arena as a volunteer, a staff person, a board member, and a consultant, I discovered a recurring theme of all the organizations in which I've been involved. The degree of success an organization demonstrated in involving volunteers in its fundraising efforts had a direct relationship with the success of its fundraising efforts.

It became apparent to me that volunteers not only played a critical role in the fundraising programs of successful organizations, but that volunteering in the fundraising arena often led to a career in philanthropy. Many of the development professionals I spoke with over the years started their own career as a volunteer—including myself! A “recovering” banker, I first got involved in development as a volunteer for my college's annual corporate fundraising appeal. As I became more involved with the college and its fundraising efforts, I realized I was in the wrong profession and accepted my first development position as Assistant Vice President of Institutional Advancement at my alma mater, bringing with me the perspective and experience of a volunteer fundraiser.

After years of working with staff and volunteers in fundraising, I realized that the development profession has a great deal to gain by encouraging the involvement of volunteer fundraisers. The relationship between a donor and a

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volunteer can enhance the whole philanthropic arena. And staff and volunteers together can do great things for their organizations and, even more importantly, for the donor.

The importance of volunteers in fundraising has been well recognized by the world's largest organization of professional fundraisers. Each year the Association of Fundraising Professionals honors an outstanding volunteer fundraiser.

During National Philanthropy Day, many local chapters also honor an outstanding

fundraising volunteer. However, little has been written about the relationship of donors, professional staff, and volunteer fundraisers.

It is in the best interest of all development professionals to learn more about the techniques to be used in recruiting and training volunteers in order for them to be effective fundraisers. It is my hope that this book will help professional fundraisers understand the importance of volunteer fundraisers, how they can involve volunteers in all the aspects of their development programs, where to find fundraising volunteers, how to recruit these volunteers, and how to assure that they will stay involved with their organization.

作者介绍:

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