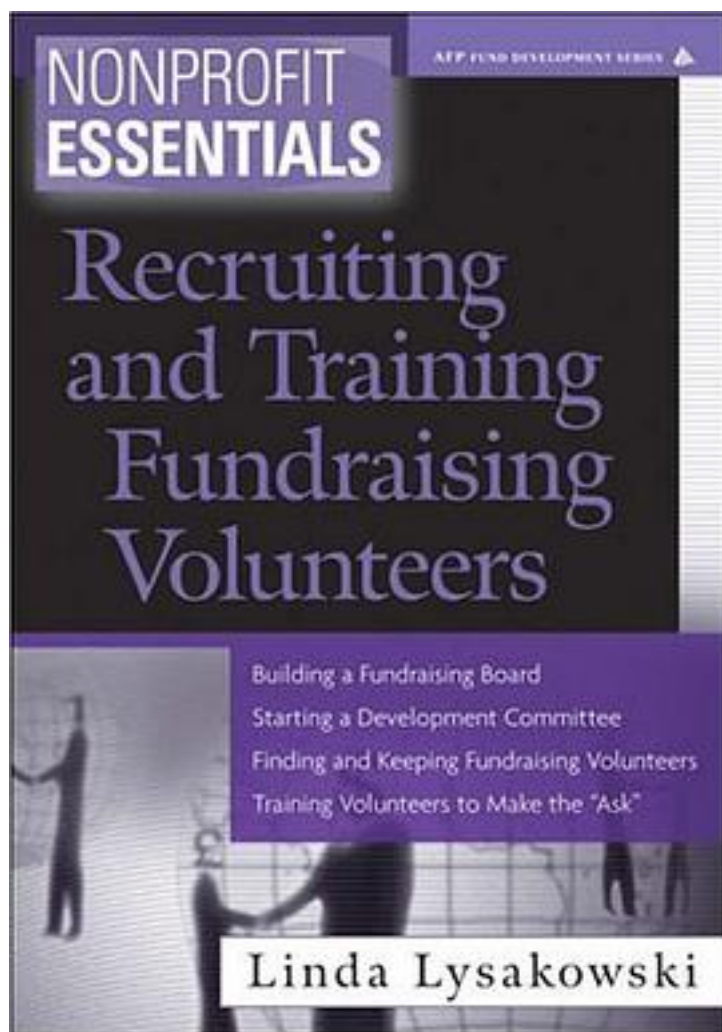


Nonprofit Essentials



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Praise for Nonprofit Essentials: The Development Plan "Linda provides a very practical

outlook on how to succeed in developing and implementing a fundraising plan for a nonprofit organization. The importance of the various players and their roles—staff, board, and volunteers—is critical for any nonprofit organization, and the information in *Nonprofit Essentials: The Development Plan* could effectively be used by any size organization to organize and execute an effective development strategy."

—Diane Hartz Warsoff, Executive Director Utah Nonprofits Association "An excellent road map for creating a development plan and building the necessary staff and volunteer ownership of the plan, *Nonprofit Essentials: The Development Plan* is a valuable resource for every nonprofit that wants to raise increased funds more effectively and efficiently. Its tips and real-world scenario sections help to make the case that organizations must take the time to plan adequately if they want to be successful."

—Barbara L. Ciconte, CFRE, Senior Vice President Donor Strategies, Inc. "Linda Lysakowski's *Nonprofit Essentials: The Development Plan* provides the resources, tools, guidance, and step-by-step processes for any organization to successfully create and manage a development plan. Her inclusion of tips and techniques, real-world stories, and her focus on organization-wide involvement make this essential reading not only for development officers, but for senior staff and board members."

—Eugene A. Scanlan, PhD, CFRE, President eScanlan Company

One of the most significant factors in the success of any fundraising program is the ability and willingness of the organization to take the time to develop an integrated development plan with realistic budgets, timelines, and areas of responsibility. Part of the AFP/ Wiley Fund Development Series, *Nonprofit Essentials: The Development Plan* takes the reader through the development planning process and helps both novice development officers and seasoned professionals to create a plan that contributes to an organization's realization of its mission. Exhorting readers to ensure their plan is a living instrument and not just a document sitting on a shelf, nonprofit expert Linda Lysakowski includes examples of typical development plan formats as well as timelines for the planning process to help users identify the level of detail that will be required. Whether large or small, your organization will benefit from *Nonprofit Essentials: The Development Plan*. This professional guide's nuts-and-bolts presentation equips your organization to create a dynamic development plan that fosters enthusiasm, cultivates a sense of confidence, and helps track success.

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