

Thoughtful Fundraising



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Fundraising is a maturing profession, but one that is increasingly controversial. Media reports of poor practice have contributed to concerns about the integrity of fundraisers and the uses which have been made of the resources they raise. As a result, a consensus now exists among senior figures in the industry about the changes that are required. Technique is no longer enough. Many more of the next generation of practitioners must be capable of considered reflection, organizational and inter-organizational strategic thinking, and value-based leadership. A global drive to raise standards in the profession and to benchmark these through the establishment of accredited qualifications is underway. The Institute of Fundraising in the UK, is in the vanguard of these developments. This book, which provides a set of key readings, is part of this development and seeks to move the thinking in the profession beyond the search for simple templates, techniques and recipes to opening up critical debate about the nature and contribution of fundraising in its various forms and contexts. Many of the readings have been newly commissioned for this book by experts in the

field, others have been edited for this volume. All will be essential reading for anyone studying or currently engaged in fundraising.

作者介绍:

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