Table of Contents

	Preface5
	Dedication
	Where to Start
1	Getting Comfortable with the F Word: Fund-raising and the Nonprofit Board Member Carol Weisman, Board Builders, St. Louis, MO
2	Feasibility Studies: Ready, Get Set Davis Allen, CFRE, Resource Development Counsel, St. Louis, MO
3	Mama Said, Never Put All Your Eggs in One Basket: Boards, Strategic Thinking and the Need for Diversified Revenue Terrie Temkin, Ph.D., NonProfit Management Solutions, Hollywood, FL
4	The Client/Consultant Relationship – Succeeding as Partners Kathleen Rae King, Volunteers of America, Alexandria, VA and Larry Checco, Silver Spring, MD
	Fundraising Favorites
5	Special Events: Gateways to Giving Mary Ann Blank, The Mount Sinai Hospital and Mount Sinai School of Medicine, New York, NY
6	Making the Mail Work (Better) for You Eleanor T. Cicerchi, CFRE, ORBIS International, New York, NY
7	So, You're Considering a Planned Giving Program Mark E. Mersmann, CPA, and Arthur M. Seltzer, CPA, Brown, Smith, Wallace, L.L.C., St. Louis, MO

8	Let's Get a Grant to Do That! Jeane Vogel, Fund Raising Innovations, St. Louis, MO 153
9	Soliciting (Major) Gifts That Make an Impact Mike Schroeder, Special Olympics, St. Louis, MO
10	Claiming Your Organization's Piece of the Corporate Pie! David M. LaGreca, The LaGreca Company, New York, NY
	THE CUTTING EDGE
11	Is Your Name for Sale? Cause-Related Marketing Jill F. Osur, Special Olympics Northern California, Pleasant Hill, CA
12	Surviving Fundraising on the Internet Steve Epner, BSW Consulting, St. Louis, MO
13	Social Entrepreneurism as a Fundraising Strategy Peter C. Brinckerhoff, Corporate Alternatives, Springfield, IL
	Tools and Techniques to Make It Work
14	Create a Fund-Raising Newsletter Program Elaine Floyd, EFG, Inc., St. Louis, MO
15	Accounting Concepts: Look Ma – No Numbers! Stanley L. Corfman, CPA, City Center of Music and Drama, New York, NY
16	High End Strategic Alliances as Fundraising Opportunities David Campbell, Community Service Society of New York, New York, NY
17	Donor Recognition Cecile W. Garrett, Public Broadcasting Service, Arlington, VA