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Collaborative Selling by Dr. Tony Alessandra and Rick Barrera, CSP

Based on a dynamic new approach proven in sales training programs in some of the nation's most successful companies, *Collaborative Selling* supplies a results-driven, six-step communication and problem-solving program that helps you accurately target your market . . . identify and contact your best prospects, explore and meet their needs and expectations, then work collaboratively to select the solutions that reward you both. Was \$40.00. Now \$25.00. (Only 1 copy available)

Relationship Fundraising by Ken Burnett

This book is actually fun. The many anecdotes are entertaining as well as instructive, the case histories amusing as well as revealing, the statistics are always selected for relevance. But underpinning them all is the passionate point of view that fundraising is all about people, not technology. So the key to successful fundraising is to understand, develop and satisfy, the interests and needs of that fascinating market segment known as donors. *Relationship Fundraising* tells you how to do it. Was \$40.00. Now \$22.00. (Only 2 copies available)

The Board and the President by James L. Fisher

In this important, insightful book for educational institutions, Fisher examines the relationship between the governing board and the president and the roles each must take to have a strong, effective, coherent, and working relationship. The author makes recommendations documented by research and field testing to result in an effective college/university presidency. Was \$40.00. Now \$12.00.

Governing Boards by Cyril O. Houle

A project of the National Center for Nonprofit Boards, this book provides the most comprehensive, authoritative, and up-to-date guidance on improving the effectiveness of governing boards in nonprofit and public organizations. Drawing on the latest information in the field and on his extensive experience as a consultant and active member of over thirty boards, Cyril O. Houle demonstrates how to successfully handle the full range of challenges and problems facing board members. Was \$40.00. Now \$13.00.

Strategic Marketing for NonProfit Organizations by Philip Kotler and Alan R. Andreasen

Reflecting recent relevant information in the field, this best-selling text forms a conceptual and practical foundation for marketing in nonprofit organizations. Its coverage encompasses the entire marketing process, providing valuable insights on strategic evaluations, positioning, market targeting, and more. Was \$45.00. Now \$15.00. (Only 4 copy available)

Volunteering: 101 Ways You Can Improve the World and Your Life by Douglas M. Lawson, Ph.D.

This handy guide presents 101 ways to help others and yourself by volunteering. Was \$7.95. Now \$4.00.

Changing Demographics by Judith E. Nichols, CFRE

Using Demographics and Psychographics to Improve Your Fund Raising Efforts, this book will show you how to use what's happened and what's coming in the next ten years to raise funds more effectively. It is a "how to" book, filled with practical advice and suggestions on strategies you can use for your organization. It answers the question: Who will be the donors of the future and how will we access them? Was \$40.00. Now \$12.00.

Growing from Good to Great by Judith E. Nichols, Ph.D., CFRE

Nonprofit institutions often mistakenly assume that they could raise more money if they concentrate on acquiring new donors. However, focusing more on cultivating relationships with past benefactors is more likely to strengthen nonprofits' fund raising efforts. This is because renewing ties with old donors is easier and less costly. In addition, working with current donors gives nonprofits the chance to upgrade their donor list. Was \$40.00. Now \$15.00.

Targeted Fund Raising: Defining and Refining Your Development Strategy by Judith E. Nichols, CFRE

Fund raisers are hard workers putting in long hours to produce urgently needed results. We know our fellow Americans care. Some are generous. Many insist they would do more. Then, why aren't we raising more

money? *Targeted Fund Raising* suggests a demographically driven, common-sense approach to working smarter, not harder.
Was \$40.00. Now \$12.00.

Pinpointing Affluence by Judith Nichols, PhD, CFRE

Pinpointing Affluence shows you how to use demographics and psychographics to identify and cultivate the group of nearly 19 million persons capable of giving gifts of \$1,000 to \$100,000.
Was \$25.00. Now \$7.00.

Words of Wisdom foreword by Milton Murray

A compilation of 2,700 quotes about charity, love, thankfulness, kindness, voluntarism and other expressions of community concern.
Was \$12.95. Now \$4.00.

The Seven Faces of Philanthropy by Russ Alan Prince and Karen Maru File

In a major breakthrough for the field of fund raising, Russ Alan Prince and Karen Maru File provide development professionals with the Seven Faces approach— a powerful new tool to enable them to maximize their effectiveness when approaching major donors for gifts. Using this framework, the authors identify and profile seven types of major donors and offer detailed strategies on how to approach them.
Was \$40.00. Now \$11.00.