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I didn't like Fundraising for Dummies nearly as much. I may like it better once I've had more experience with fundraising, but I think it's a bit over my head as a newbie. They dive right into all of this complicated information about various types of campaigns and wooing donors, and I think I would have appreciated a simple section on fundraising for brand new organizations.

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Fundraising costs should be a modest part of an organization's budget, but when that organization is starting up or when it's launching a major new fundraising effort, the fundraising costs will rise. Recruiting a new donor almost always costs more than securing a second gift from a past supporter.

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I didn't like Fundraising for Dummies nearly as much. I may like it better once I've had more experience with fundraising, but I think it's a bit over my head as a newbie. They dive right into all of this complicated information about various types of campaigns and wooing donors, and I think I would have appreciated a simple section on fundraising for brand new organizations.

Fundraising For Dummies 3rd (third) Edition by Mutz, John ...

Fundraising for Dummies is a typically informative, easy-to-read, and useful guide to fundraising for nonprofit organizations. With 28 chapters in five parts and appendices of checklists and how-tos, the book has loads of information for novice and intermediate fundraisers alike.

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