

## Source Material and Recommended Reading List

### Money

***The Soul of Money***, Lynne Twist, W.W. Norton & Company Inc., 2003.

***Creating Affluence: Wealth Consciousness in the Field of All Possibilities***, Deepak Chopra, New World Library, 1994.

***Rich Dad, Poor Dad – What the Rich Teach Their Kids About Money That The Poor Do Not!***, Robert Kiyosaki and Sharon Lechter, Warner Books, Inc. 1997.

***The Trance of Scarcity***, Victoria Castle, Sagacious Press, 2006.

### Fundraising & NonProfit Management

***Donor-Centered Fundraising: How to Hold On to Your Donors...***, Penelope Burk, 2003.

***Prospect Research for Fundraisers. The Essential Handbook***, Jennifer J. Filla, Helen E. Brown, Wiley, 2013.

***The Essential Fundraising Handbook for Small Nonprofits***, Betsy Baker, Kirsten Bullock, Gayle L. Gifford, Pamela Grow, Lori L. Jacobwith, Marc A. Pitman, Sandy Rees, Sherry Truhlar, The Nonprofit Academy, 2014.

***Asking: A 59 Minute Guide to Everything Board Members, Volunteers & Staff Must Know to Secure the Gift***, Jerold Panas, Emerson & Church Publishers, 2009.

***The Fundraising Habits of Supremely Successful Boards***, Jerold Panas, Emerson & Church Publishers, 2010.

***Forces for Good: Six Practices of High-Impact Nonprofits***, Leslie R. Crutchfield & Heather McLeod Grant, 2009.

***How to Become a Nonprofit Rockstar***, By Rosetta Thurman & Trista Harris, November 2010.

***The Pollyanna Principles***, Hildy Gottlieb, Renaissance Press, 2009

***The Raising of Money: 35 Essentials Trustees are Using to Make a Difference***, Jim Lord, New Futures Press Inc., 1983 & 2010.

***The Relentlessly Practical Guide for Raising Serious Money: Proven Strategies for Nonprofit Organizations***, David Lansdowne, Emerson Church, 2005.

***Yours For the Asking: An Indispensable Guide to Fundraising & Management***, Reynold Levy, President, Lincoln Center for the Performing Arts, Wiley & Sons, 2008.

## Business

**Linchpin**, Seth Godin, Penguin Group, 2010.

**Switch. How to Change Things When Change is Hard**, Chip Heath & Dan Heath, Crown Publishing, 2010.

**The E-Myth Revisited: Why Most Small Businesses Don't Work & What To Do About It**, Michael E. Gerber, 1995.

**Good to Great and the Social Sectors**, Jim Collins, 2005.

## Storytelling

**Complete Storytelling System. Workbook & nine video modules to create a storytelling culture at your nonprofit**, Lori L. Jacobwith, 2015.

**Wired for Story: The Writers Guide to using Brain Science to Hook Readers from the Very First Sentence**, by Lisa Cron, Crown Publishing, July 2012.

**The Power of Personal Storytelling – Spinning Tales to Connect With Others**, Jack MacGuire. Tarcher/Putnam, 1998.

## Social Media & Marketing

**Content Marketing for Nonprofits: A Communications Map for Engaging Your Community, Becoming a Favorite Cause, & Raising More Money**, Kivi Leroux Miller, Jossey-Bass, 2013.

**Brandraising: How Nonprofits Raise Visibility and Money Through Smart Communications**, Sarah Durham, Jossey-Bass, 2010.

**The Networked Nonprofit**, Beth Kanter & Allison H. Fine, Jossey-Bass, 2010.

**Measuring the Networked Nonprofit**, Beth Kanter & Katie Delahaye Paine, Jossey-Bass, 2012.

## Database

Bloomerang <https://bloomerang.co/>

Trail Blazer Campaign Services, Inc. [www.trailblz.com](http://www.trailblz.com)

## Blogs and other Resources

Fire Starters [www.ignitedfundraising.com/blog](http://www.ignitedfundraising.com/blog)

Beth's Blog: How Networked Nonprofits Are Using Social Media to Power Change  
<http://www.bethkanter.org/>

Nonprofit Marketing Guide Blog <http://www.nonprofitmarketingguide.com/blog/>

Nonprofit Marketing Blog <http://www.nonprofitmarketingblog.com/>

Nonprofit Movie Monday's <http://www.501videos.com/501/video.html>

Pamela Grow's Blog <http://www.pamelagrow.com/>

Gail Perry's Blog <http://www.gailperry.com/resource-center/blog/>