



Transforming Fundraising: A Practical Guide to Evaluating and Strengthening Fundraising to Grow with Change

Judith E. Nichols

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"You've got to read this book! You'll learn what to do, when to do it, and exactly how to go about it. A useful, practical tool to help any CEO or development officer position an organization for growth and success."

--Karen SAndelback, executive director, American Kidney Fund

"Candor is a missing commodity in many of today's dialogues. Judy Nichols' wisdom and sharp insights make this book a refreshing guide to honest organizational self-evaluation."

--Jeannie Thompson, fund raising consultant and member, board of directors of the International Fund Raising Group

In this practical and straightforward guide, Judith E. Nichols, an internationally renowned fundraising expert, introduces a proven method of fundraising evaluation: the Development Assessment Process. This formula will fundamentally transform the way nonprofit organizations approach evaluation and help them improve fund raising strategies to not only achieve their mission, but to keep pace with a changing world.

Nichols' revolutionary Development Assessment Process is a unique evaluation tool that combines traditional internal evaluation practices with a method for appraising shifting philanthropic and demographic trAnds. Proven successful in a wide variety of nonprofit organizations, this innovative process creates opportunities for open dialogue among audiences inside and outside the organization, encourages useful feedback, and provides practical recommAndations that can be seamlessly incorporated into current operations. Transforming Fundraising walks readers step by step through the process of evaluating current fundraising programs, assessing their potential for improvement, and planning for change.

Readers will also find a real-life, in-depth case that clearly demonstrates--from the first step through the last--how the Development Assessment Process works. Written in clear, accessible language and designed to be a hands-on guide and workbook, Transforming Fundraising is filled with easy-to-use worksheets, checklists, exhibits, and a resource guide. By using Nichols' groundbreaking Development Assessment Process, nonprofit organizations--of all sizes--will dramatically increase their fundraising results.

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