



Philanthropy Study Key

Recommended Reading List from CFRE

If you visit <https://www.cfre.org/study-aids/resource-reading-list/>, you see the list of recommending reading from CFRE test-makers. What I thought I'd do here is give you some honest thoughts on whether or not certain books were worth the purchase.

Recommended Reading from CFRE	Corresponding Domains	Thoughts/Comments	Buy it or rent it
Ahern, Tom & Simone P. Joyaux, <i>Keep Your Donors: The guide to better communications & stronger relationships</i>	1,2,3,6	A great book!	Buy it with your own money so you can take it with you from job to job
Ciconte, Barbara L. and Jeanne Jacob <i>Fundraising Basics: A complete Guide</i>	1,2,3,4,5	This thing is huge! When I rented it from Amazon, I didn't realize that it was the size of a textbook. Also when they put "basics" in their title, they weren't kidding. I found it to be quite rudimentary, but if that's what you feel like you need to compliment your studying, then here's the book for you.	Rent it if you really need a basic tutorial
Grace, Kay Sprinkel <i>Beyond fundraising: New strategies for nonprofit innovation and investment</i>	1,2,3,4,5	Fairly good, required me to definitely sit down and read it a few times. Like it's not written for skimmable.	Buy it if you have the money



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<p>Hogan, Cecilia</p> <p><i>Prospect Research: A primer for growing nonprofits</i></p>	1	<p>This was a very, very thorough and well researched book – however, I cannot see me using it a lot past the CFRE, unless I add a prospect research associate to my time and have something on reference at work. It is too segmented and focused on one subject for me to reference it.</p>	<p>Rent it from the library or see if one of your colleagues has a company</p>
<p>Joyaux, Simone P.</p> <p>Strategic fund development: Building profitable relationships that last</p>	2,3,4,5,6	<p>Anything Simone Joyaux does is quality. And this book made a lot of sense to me in both how she approached the subject as well as her execution. I would call it a more “advanced” book and something for a personal library as opposed to an organization’s library.</p>	<p>Either buy this one or <i>Keep Your Donors: The guide to better communications & stronger relationships</i> – some of this content is duplicated</p>
<p>Petty, Janice Gow</p> <p>Ethical Fundraising: A Guide for Nonprofit Boards and Fundraisers</p>	2,3,5,6	<p>I think this book is definitely getting dated. If you are looking a heavy practical book and not a theoretical study of ethics in fundraising, this is probably not. It goes over a lot of case examples.</p>	<p>Rent it from the library</p>



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Rosen, Michael J. Donor-Centered Planned Gift Marketing	1,2,3		Buy it only if your organization has a planned gift program
Tempel, Eugene R., Timothy L. Seiler, and Eva. E. Aldrich Achieving Excellence in Fundraising	1,2,3,4,5,6	This book is written intentionally to mimic the CFRE!	IF YOU BUY ONE BOOK FOR THE CFRE IT SHOULD BE THIS ONE! Two of the editors helped write the CFRE study guide.

Recommended Reading that I did not buy	
Fredericks, Laura Developing major gifts: Turning small donors into big contributors	2,3
Hart, Ted, James M. Greenfield, Pamela M. Gignac and Christopher Carnie Major donors: Finding big gifts in your database and online	1,5,6
Hart, Ted, James M. Greenfield, Steve MacLaughlin and Philip H. Geier Internet management for nonprofit strategies, tools and trade secrets	1,2,3,4,5
Kihlstedt, Andrea Capital campaigns: Strategies that work	2,4
Mallaborne, Guy	1,2,3,4,5,6



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Excellence in Fundraising in Canada: The Definitive Resource for Canadian Fundraisers	
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