

# Contents

<b>Acknowledgments</b>	<b>xi</b>	
<b>Introduction</b>	<b>xiii</b>	
<b>Chapter 1</b>	<b>A New Day for Philanthropy</b>	<b>1</b>
	<i>John C. Olberding</i>	
	The Big Picture	3
	What Will Be Different	4
	What Will Not Change	11
	Conclusion	13
<b>Chapter 2</b>	<b>A Person of Influence, A Sculptor of the Universe: How Women Are Changing the Face of Philanthropy</b>	<b>15</b>
	<i>Lisa Barnwell Williams</i>	
	Women Are in the Game	16
	There's Power in Numbers	20
	Let's Get Together and Give!	22
	Moving onto the Big Stage	26
	Who Are the Women on Your Team?	27
	Conclusion	33

## Contents

<b>Chapter 3</b>	<b>The New Nonprofit: How Human Nature, Business Principles, and Financial Realities Are Transforming the Missions, Management, and Finance of Nonprofit Organizations</b>	<b>35</b>
	<i>Charley Ansbach</i>	
	A Period of Significant Change in the Nonprofit Sector	35
	Why Are Things Changing?	38
	What Is Changing?	42
	Conclusion	53
<b>Chapter 4</b>	<b>High-Impact Nonprofit-Corporate Partnerships</b>	<b>55</b>
	<i>Eugenia V. Colón</i>	
	Trends in Corporate Giving	56
	Areas of Corporate Funding Interest	59
	High-Impact Partnerships: Investing for the Upturn	67
	Conclusion	71
<b>Chapter 5</b>	<b>Casting Your Net into the Social Media Ocean</b>	<b>73</b>
	<i>Paul Ghiz</i>	
	What Is Social Media?	74
	Social Media by the Numbers	74
	Planning Your Social Media Strategy	76
	Social Media Tips to Consider	77
	A Closer Look at Social Media Tools	79
	Raising Money with Social Media	81
	Social Media Impact on Search Marketing	83
	Major Donors in Social Media	84
	Conclusion	90

## Contents

<b>Chapter 6</b>	<b>All Sails Unfurled: Education and Professionalism for Philanthropic Professionals</b> <i>Martin L. Novom</i>	<b>93</b>
	Challenges Facing the Career Path	
	Professional	93
	Lifelong Learning as a Discipline	96
	The Pursuit of Professionalism	107
	Conclusion	113
<b>Chapter 7</b>	<b>Diversity in Philanthropy: A New Paradigm</b> <i>James B. Tyson</i>	<b>115</b>
	A Primer on African-American Philanthropy	116
	The Status of Solicitors of Diverse Backgrounds	121
	A Solution: Institutional Resolve and Commitment	125
	Developing a Pipeline:	
	Looking to the Future	127
	Conclusion	128
	Appendix A: Black Philanthropy	
	References	130
	Appendix B: Resources	132
<b>Chapter 8</b>	<b>Twenty Years ... and Learning</b> <i>Daniel Yoffe and Laura Zylstra with Donna Leigh King and John C. Olberding</i>	<b>133</b>
	Beginning from the Beginning	136
	A Look at the "Big Two": India and China	139
	Latin America: A Disparate Region	144
	Diaspora: New Opportunities and Giving Circles	148
	Conclusion	150

**Contents**

<b>Notes</b>	<b>151</b>
<b>About the Editors</b>	<b>155</b>
<b>About the Authors</b>	<b>157</b>
<b>The Skystone Ryan Prize for Research on Fundraising and Philanthropy</b>	<b>163</b>
<b>Index</b>	<b>173</b>