CONTENTS

Preface—Who Should Read This Book xix
Acknowledgments xxii
About the Author xxv
Introduction—When Bad Things Happen to Good Causes xxxi

PART ONE
Why You Really Ought to Make Changes in Your Fundraising Program 2

1 What History Teaches Us 5
2 A Proven Way to Anticipate the Future 17
3 Three Scenarios for Economic Recovery 27
4 Three Possible Fundraising Strategies 39
5 Identify a Winning Strategy 49

PART TWO
How You Can Face the Present More Calmly and the Future with Confidence 58

6 Reassess the Whole Ball of Wax: Fundraising, Marketing, Communications 61
CONTENTS

7 Strengthen Your Case for Giving  75
8 Be Content with One in the Hand—Forget the Two That May Be in the Bush  85
9 Cut Costs with a Scalpel, not an Ax  101
10 Fish Where the Big Fish Are  119
11 Stay Close to Your Donors  131
12 Get Personal with Your Donors  147
13 Step Up Your Efforts Online  167
14 Break Down the Silos  179
15 Summary: Nine Practical Steps Toward Peace of Mind  189

Reading List  199
Index  207