

Appendix 2 – Further reading

Annotated bibliography

There are countless publications on fund-raising and financial and project management for the non-profit sector. The following list does not attempt to be exhaustive. It is only a starting point for further reading. Most of the following publications can be found in the library of the European Foundation Centre in Brussels (Belgium).

> Applying to a Grant-Making Trust – A Guide for Fund-raisers

Anne Villemur

A companion volume to the Directory of Grant-Making Trusts, this book contains all the information which trustees require when considering an application. It includes practical advice on project-costing, selecting appropriate trusts and chasing up applications.

Charities Aid Foundation, 1996

> Avoiding the Wastepaper Basket

Tim Cook

A practical guide for applying to grant-making trusts which uses both straightforward language and cartoons to provide advice for grantseekers. The author uses examples from his own experience of receiving applications to illustrate common mistakes made by voluntary organisations when applying to funders.

London Voluntary Service Council, 1996

> Bidding for Funds and Resources – A guide for seeking support from businesses, trusts and public bodies

Outlines what constitutes good practice in terms of applying for funds to a range of funding sources: charitable trusts; local and national government sources; commercial organisations; the European Union; and the national lottery.

British Telecommunications, BT Corporate Relations, 1998

> Building A Fundraising Database On Your PC: A Step By Step Guide For Small Voluntary Organisations

Peter Flory

A complete guide to building a database for the voluntary sector. Aims to show smaller organisations, and those with no specialist knowledge of computing, how they can benefit from the use of modern technology in their fund-raising activities. Includes explanations for database programmes such as Excel and Access. Covers both beginners and more advanced database use. A full content listing and alphabetical index is provided.

Charities Aid Foundation, 1999

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T-Kit on Funding
and Financial Management

> **Building Foundation Partnerships: The Basics of Foundation Fundraising and Proposal Writing**

Ingrid van Rotterdam

This book attempts to present the best possible practices in building relations with foundations. It contains an up-to-date description of the Canadian foundation community today and outlines current trends in grant-making. This is followed by a framework for foundation fund-raising. Chapters on the research process and on pre-, actual & post-proposal development, together with extensive appendices, provide practical suggestions for raising funds and developing relationships with grant-makers.

Canadian Centre for Philanthropy, 1995

> **Building Sustainable Non-profit Organizations: Money, Money Everywhere – Grassroots Funding**

Jana Ledvinová

This handbook seeks to recapture and revive Central Europe's spirit of volunteerism and charity. It does so through down-to-earth practical suggestions about how to organise effective grassroots fund-raising campaigns. Throughout the handbook important questions are answered, such as where and how to find donors, how to persuade them to support you, how to ask for money and how to ensure that potential sponsors will deliver what they have promised.

The Johns Hopkins University Institute for Policy Studies, 1997

> **Building Sustainable Non-Profit Organizations: Proposal Writing**

Istvan Kostolanyi

This booklet sets out the processes that a non-profit organisation should go through when developing a proposal for outside funding. It is particularly aimed at the special circumstances of Central and Eastern Europe. This document gives a short overview of fund-raising methods and a practical guide to proposal writing, including a checklist at the end of the manual. (Also available in Polish.)

The Johns Hopkins University Institute for Policy Studies, 1997

> **The Business of Special Events**

Harry A. Freedman & Karen Feldman

This book is aimed at those seeking to raise funds through special events. It encourages fund-raisers to approach a fund-raising event as if it were a for-profit business. Through practical advice, the authors seek to highlight strategies for effective fund-raising. Covers a range of issues from budgets and committees to the media and celebrities.

Pineapple Press, Inc., 1998

> **Closing That Gift! How to be Successful 99% of the Time**

Robert F. Hartshook

A how-to guide on the subject of closing a large philanthropic gift successfully. The book is organised into a series of concise hints on a number of major topics. These include: secrets to closing that gift, common mistakes and how to avoid them, how to be successful, stepping up to major gifts, dealing with estate gifts, deferred gifts and bequests, and fund-raising creativity.

ASR Philanthropic Publishing, 1998

> **Comment Chercher un Sponsor – mode d'emploi**

Pierre Sahnoun, Nathalie Doury

The book explains sponsorship and its advantages. Guidance is given on interviews and making applications. It contains practical advice and examples that would enable anyone concerned with donor development to effectively put relationship fund-raising into practice. This book seeks to show fund-raisers how best to develop strong relationships with their donors.

Juris Service, 1989



> **The Complete Fundraising Handbook**

Sam Clarke

A guide to raising money for charity, covering the range of funds available and the different fund-raising techniques. Includes case studies and examples of good practice and lists major sources of funds from government and corporate donations in the United Kingdom.

Directory of Social Change, 1993

> **Ethics for Fundraisers**

Albert Anderson

Aims to enhance the level of ethical fund-raising throughout the non-profit sector by equipping development professionals and volunteers with the frameworks for understanding and taking principled action, for preventing unethical behaviour, and thus for building bridges of trust to the charitable community.

Bloomington and Indianapolis: Indiana University Press, 1996

> **Fairness in Funding: An Equal Opportunities Guide for Grant-Makers**

Roland Doven & Fiona Davis

A practical guide for grant-making trusts aiming to achieve fairness in their funding. Draws on the experiences of grant-making trusts and foundations in the UK to provide a handbook for those involved in distributing funds for good causes.

Association of Charitable Foundations, 1995

> **The Five Strategies For Fundraising Success, A Mission-Based Guide To Achieving Your Goals**

Mal Warwick

Warwick's extensive experience in non-profit consulting is evident in this practical guidebook on fund-raising. Particularly helpful are the case examples which illustrate his five fund-raising strategies and the pitfalls inherent in adopting strategies that are inconsistent with the organisation's mission and long-term goals. The book is an easy read for those interested in non-profit development, whether or not they are experienced fund-raising professionals.

Jossey-Bass Publishers, 2000

> **Foundations for Fund-Raising**

Redmond Mullin

Through case studies, this text examines the basic principles of fund-raising. The author underlines the fact that fund-raising is not only asking for money and that fund-raisers have to understand the essential relationship between donor and a cause, and sees the donors as partners in meeting the needs

ICSA Publishing Ltd, 1995

> **Foundation Fundamentals: A Guide for Grantseekers (6th edition)**

A publication which takes grantseekers step by step through the resources and search strategies developed and taught by the Foundation Center. Includes description of various types of foundations, the regulations that govern their activities, a basic outline for a funding proposal and a sample budget format. Sixth edition.

The Foundation Center, 1999

> **Foundations in Europe. Society, Management and Law**

This book provides a comprehensive survey of the foundation sector in Europe. Its aim is to provide a basis for research and for a comparative approach. The publication is divided into four main sections. The first one provides a historical and comparative overview of foundations in Europe. The second one deals with different models for the setting up and management of foundations. The third chapter takes a strategic

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T-Kit on Funding
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approach to funding decisions and includes a section on international philanthropy. The last section discusses the legal aspects of setting up a foundation.

Bertelsmann Stiftung, 2001

> **Friends For Life – Relationship Fundraising In Practice**

Ken Burnett

A sequel to *Relationship Fundraising*, this book contains usable and practical advice and examples that enable anyone concerned with donor development to put relationship fund-raising into practice effectively. This book shows fund-raisers how to develop strong, healthy, mutually beneficial relationships with their donors.

The International Fund-Raising Group, 1996

> **Fund-Raising and the Nonprofit Board Member**

Fisher Howe

Describes 5 principles that each board member should understand so that the full board can carry out its responsibility to raise funds for the organization. A useful checklist helps board members – including those reluctant to solicit potential donors – do as much as possible to help raise funds.

National Center for Nonprofit Boards, 1992

> **Fund-Raising Cost Effectiveness – Self-Assessment Workbook**

James M. Greenfield

A workbook on assessing the cost of fund-raising. Helps to measure the productivity of the most frequent methods of fund-raising. The author presents a nine-point performance index. Includes case studies on techniques, such as direct mail, benefit events, capital campaigns, and planned giving. Part of the *National Society of Fund-Raising Executives (NSFRE)/Wiley Fund Development Series*.

John Wiley & Sons, 1996

> **Fundraising: Spenden, Sponsoring, Stiftungen**

Marita Haibach

Handbook with tips for all those seeking to raise funds for projects. The author also considers whether private financiers may assist non-profit organisations.

Campus Verlag, 1996

> **Fundraising and Grant-Making: A Case Study of ITV Telethon' 88**

Diana Leat

Broadcast appeals in recent years have become big money raisers for the voluntary sector. This report, based on the first British survey of an extended broadcast appeal, focuses on ITV Telethon 1988 and provides an account of achievements and problems in raising and distributing £22 million. It also attempts to put the operation into a wider context, drawing parallels between its organisational dilemmas and solutions and those of other fund-raisers and grant givers.

Charities Aid Foundation, 1989

> **Fundraising For Education: A Step By Step Guide**

Karen Gilchrist

A book detailing methods of effective fund-raising for schools, pre-schools and education-oriented charities. Fund-raising for education is now growing in importance. This book gives a chronological overview of the fund-raising process, from campaign planning to successful follow-up, is given. Topics dealt with include: development planning, identifying potential supporters, designing a strategy, developing a plan, government funding, the national lottery, corporate support, community fund-raising and databases. The distinction between the essential and enrichment is also explored. A full content listing and alphabetical index is supplied.

Charities Aid Foundation, 1999



> **The Fund-Raising Handbook – International Fund-Raising**

Thomas Harris

This pamphlet contains Chapter Thirty-Three of The Fund-Raising Handbook and looks at international fund-raising. In each country example, the general context of the country is discussed, followed by details on the legal and fiscal practices relating to fund-raising and remarks on the various generic sources of funding. A brief bibliography for each is included. The countries covered have been chosen on the basis of their economic and especially potential fund-raising import to the United States.

The NSFRE/Wiley Fund Development Series, 1996

> **Fund-raising Hands-On Tactics For Nonprofit Groups**

L. Peter Edles

Illustrating the enormous magnitude of philanthropic support in the United States. Philanthropy is a major part of a nation's way of life. There are no magical secrets, potions, incantations, or wands that guarantee goal-reaching drives. Successful fund-raising efforts use carefully learned and tested procedures that really work. Includes several examples of fund-raising campaigns.

McGraw-Hill, Inc., 1993

> **Fundraising Matters – New Directions For Philanthropic Fund-raising**

Michael Seltzer (Ed.)

A publication which aims to strengthen voluntary giving and build professionalism in fund-raising by addressing how the concepts and traditions of philanthropy relate to fund-raising practice. The authors' intimate knowledge of the vagaries of non-profit management and fund-raising provide the reader with a glimpse of the reasons for the success of eight organisations. Concludes with an overview of the lessons which can be drawn from these accounts of successful non-profit endeavours.

Jossey-Bass, 1993

> **Fundraising on the Internet**

Howard Lake

Shows how the Internet, used at local, national or international level can raise funds, find and keep donors, promote appeals, sell merchandise and speed day-to-day fund-raising tasks.

Aurelian, 1996

> **Fundraising Strategy**

Redmond Mullin

This book aims to clarify the principle and process of strategy and to demonstrate its place in fund-raising campaigns. It does this in several different ways, for example by providing case studies of different strategies in different types and sizes of funding programmes.

Charities Aid Foundation and ICFM, 1997

> **The Governance and Management of Charities.**

Andrew Hind

Practical guide which aims to provide a charity governance and management model. It explores effective functioning at trustee level, strategic planning, defining the boundaries of management authority, managing a charity's activities productively and the legal situation in the UK.

The Voluntary Sector Press, 1995

Further reading



T-Kit on Funding and Financial Management

> **Grants from Europe – How to Get Money and Influence Policy. Eighth Edition**

Ann Davison

This book spells out which are the best sources of funding, when to apply, how to apply, what obstacles to expect and how to assess your chances of success. Includes chapters on specific areas of funding: disability, Third World development, unemployment, human rights, education and culture, poverty, women, ethnic minority groups, environment and energy, health and consumer interests.

NCVO Publications, 1997

> **Grant-giving: A Guide to Policy-making**

Diana Leat

This book is designed to help new trustees think through their policy and to offer guidelines to trusts concerned to clarify or review existing policy. Each chapter discusses in detail one area of policy beginning with the changing context of grant-giving and ending with a discussion of accountability to and from others. Checklists of the key topics to be thought through appear throughout the guide.

Joseph Rowntree Foundation, 1992

> **Grant-making Basics**

A reference tool for grant-makers and others in the non-profit field. Reproduces many articles, checklists and sample documents concerning the grant-making process, post-grant evaluation, legal issues, ethics and perspectives, communications, management.

Guide Council on Foundations, 1992

> **A Guide to EU Funding for NGOs – Your Way Through the Labyrinth**

The guide provides practical and clear information on the “Vademecum on Grant Management” and how to apply for your EU funding. It includes a chapter enlargement and programmes open to the candidate countries, an analysis of the structural funds and information on the reform of External Aid management. Can be ordered through www.ecas.org

ECAS, 8th edition, 2002

> **Guide to Grantseeking on the Web**

The Foundation Center

Guide to maximising use of the Web for fund-raising purposes. Provides an introduction to the Internet and describes a variety of resources to aid structured research such as abstracts of foundation websites, profiles of searchable databases and information on available interactive services. Also includes a glossary of common terms and a bibliography of related resources in the field.

The Foundation Center, 1998

> **Guide to Proposal Writing**

J. Geever; P. McNeill

Tool for fund-raisers or new grantseekers including how to research, contact and cultivate potential funders. Explains the necessary components of a proposal and how to refine each part.

The Foundation Center, 1993

> **Guide To Proposal Writing In CEE And The Former Soviet Union**

A guidebook to provide help for organisations in CEE and the former Soviet Union by revealing the basic practices, procedures, expectations and dynamics needed to write a proposal. Divided into six parts, this guide highlights the major issues which must be addressed. These include tips before one begins the process, how



to find funds, other aspects of funding, applications, and follow-up. A glossary of terms is also provided.

The Institute for Local Government and Public Services, 1995

> **Handbuch Fund-raising**

Marita Haibach

This book gives an overview of the fund-raising market and describes the many different ways of approaching fund-raising. The author attempts to define the subject and provide a basis for practical action. The book discusses the topic from the point of view of all areas of the German-speaking world.

Campus Verlag, 1998

> **“How To” Guide Find The Funds – A New Approach To Fundraising Research**

Christopher Carnie

Answering the questions that all fund-raisers ask. A guide through the research process, showing the best places to look for inside information. Containing details of various publications, websites and agencies.

The Directory of Social Change, 2000

> **“How To” Guide Organising Special Events For Fund-raising And Campaigning**

John F Gray and Stephen Elsdon

A manual illustrating the art of fund-raising. Special events have never been more popular with charities and other fund-raising organisations. They are exciting and motivating for staff, involving and challenging for volunteers, and appealing and rewarding for supporters. They are also, of course, extremely lucrative in terms of the amount of money they raise and the opportunities for publicity and increased public awareness that they provide.

The Director of Social Change, 2000

> **How to Approach Companies Manual**

Heather Laycock

Getting support from companies can be difficult, time-consuming and frustrating. This manual aims to help make approaching companies for support easier and more successful by giving you the tools you need.

It is divided into sections giving advice on issues from identifying which companies to approach to meeting with representatives of those companies.

Nadácia pre občiansku spoločnosť (Foundation for a Civil Society – Slovak Republic)

> **How To Get Million-Dollar Gifts and Have Donors: 101 Strategies Every Fund-Raiser Should Know**

Robert F. Hartsook, JD, EdD

A how-to guide for fund-raisers, dealing with the best ways to secure substantial philanthropic donations. Divided into 101 major strategies taken from real-life experiences, these strategies are split into seven major categories including: how to spot opportunities for fund-raising, the value of honesty, putting donations together, and demonstrating the worth and impact of a donation. There is an emphasis on public relations in fund-raising.

ASR Philanthropic Publishing, 1999

> **The How To Grants Manual – Successful Grantseeking Techniques For Obtaining Public And Private Grants**

David G. Bauer

A guideline for proposal writers and their organisations on how to find funding sources that share their missions and how to write proposals that emphasise benefits to both the funder and the applicant's organisation.



American Council on Education and The Oryx press, 1999 > **Image-Building and Money-Raising for Hard-to-Sell Groups**

Yasmin Prabhudas

Addresses the needs of UK charitable non-profit organisations who represent less popular and appealing groups and who may find sufficient and regular funds harder to obtain. Aims to advise on promotion, publicity, educating the public and use of media approaches.

Directory of Social Change, 1994

> **International Fund-Raising For Not-For-Profits: A Country-By-Country Profile**

Thomas Harris

Based on research from eighteen different countries where the information base exists to support credible examples, International Fund-Raising for Not-for-Profits is a unique and ground-breaking manual on the subject and issues of global fund-raising. The book comprises eighteen country-specific chapters, all following a similar format for ease of comparison. It is the first published reference to lay out fund-raising practices in various countries side by side, and each chapter is written by a recognised authority of that particular country. Every chapter concludes with a comprehensive bibliography, and a full contents listing is provided.

The NSFRE/Wiley, 1999

> **Les Stratégies de la Générosité**

Gérard Genre

Divided into two parts, this book provides a sociological approach to philanthropic action as well as practical fund-raising strategies for non-profit organisations. It covers several specific methods of raising funds such as individual mailing, capital campaigns, committed giving and local fund-raising events.

Economica, 1996

> **Lessons From Abroad: Fresh Ideas From Fund-Raising Experts In The United Kingdom**

Judith E Nichols

A book aiming to broaden attitudes towards fund-raising in the US with reference to the British example. It includes chapters by acknowledged experts on communication, raising public awareness, dealing with bequests and legacies, encouraging wider support for fund-raising campaigns, television and telephone fund-raising and database management. An alphabetical index is supplied.

Bonus Books, Inc., 1997

> **Meeting Need – Successful Charity Marketing**

Ian Bruce

Charities Management series, ICSA Publishing, 1994

> **MECENAT– Mode d’Emploi**

Although this small fund-raising handbook focuses on raising money from companies in Belgium, it provides relevant and practical advice on researching private funders, strategic planning and approaching potential funders. The advice included is relevant for any type of fund-raising strategy.

Fondation pour la Promotion des Arts-Prométhéa

> **Monitoring & Evaluation : A Practical Guide For Grant-Making Trustees**

Des Palmer

Handbook aimed at funders which gives guidance on how to monitor and evaluate both their own work and that of the organisations they fund. This book gives high priority to obtaining the views of users and attempts to produce a guide which avoids the jargon and academic complexity usually associated with such publications. It encourages the reader to apply the strategies discussed to their own organisation.



The four objectives are : to introduce, & provide a greater understanding of, monitoring & evaluation ; to outline a number of techniques ; to show how best to manage workload ; and to encourage monitoring & evaluation as routine practice.

Association of Charitable Foundations (ACF), 1998

> **Organising An Event: A Guide For The Millennium**

Karen Gilchrist

A book which aims to guide organisations through the process of organising an event for a cause at the millennium, or at any other time. Narration concentrates for the main part on smaller community events. Chapters deal with planning and preparation, financial management, venues, equal access, legal matters, increasing awareness, equipment, rules and regulations of serving refreshments, services and first aid, the day of the event and reviewing your success. Full contents listing and alphabetical index is included.

Charities Aid Foundation, 1999

> **Raising Money From Trusts**

This is a practical guide to all aspects of raising money from grant-making trusts for charitable purposes. It provides basic information to help the grant-seeker understand the trust sector and plan how to approach trusts for support. Covers topics such as: understanding trusts and how they operate, approaching trusts, and how to write a fund-raising application.

Directory of Social Change, 1989

> **Relationship Fundraising**

Ken Burnett

A donor-based approach to the business of raising money. Identifies and defines risks that lurk among the benefits of marketing methods. Illustrated throughout by case histories, donor profiles and action points to enable the professional fund-raiser to put relationship fund-raising into practice.

The White Lion Press Limited, 1992

> **Repères à travers le Monde des Fondations**

An introductory booklet which defines foundations, describes how they are formed and illustrates the characteristic work of various categories of foundation. The role of public bodies in relation to foundations is also discussed.

Fondation de France, 1992

> **Resource Development Handbook.**

Explores planning and budgeting, financial management, volunteer leadership, the staff to make it happen, image, public relations and marketing. The tools for success: donations from individuals, events, corporations, generating revenue, the Red Cross and Red Crescent movement, grants, capital campaigns. Aimed at National Societies but contains useful information for many.

International Federation of Red Cross and Red Crescent Societies, 1994

> **Running a Local Fundraising Campaign – A Guide for Small Voluntary Organisations**

Janet Hilderley

This guide provides practical information and advice on the enormous range of activities which can make up a local fund-raising campaign, and help readers to assess which options would be most appropriate for their charity. It begins by taking you through the fundamentals of a local fund-raising campaign and then it describes in detail twelve different fund-raising techniques or sources of funds.

Charities Aid Foundation, 1997

Further reading



T-Kit on Funding
and Financial Management

> **School Fund-raising – What You Need To Know**

Anne Mountfield

A guide to fund-raising success, the law and good practice. Part One outlines the most successful strategies for school fund-raising. It includes a new section on the national lottery, together with fully-updated practical information on fund-raising law, licensing, tax and trading. Part Two describes good practice in setting up and managing a school fund-raising organisation.

Directory of Social Change, 1997

> **Securing your Organization's Future**

Michael Seltzer

A guide to fund-raising strategies. Section 1 focuses on funding an organisation. Section 2 examines the definition of potential funders and specific problems with individuals and organisations. Section 3 studies the choice of a funding mix and the appropriate strategies to secure it.

The Foundation Center, 1987

> **Sell Space to Make Money**

Audrey Semple

A practical guide to getting advertising revenue from the publications a nonprofit may produce. Studies the various options in publications, tax issues relating to advertising and distribution of publications.

Directory of Social Change, 1987

> **Step By Step. A Guide To Volunteer Fund-raising**

Ruth Horton (Ed.)

This short booklet discusses how the recruitment of volunteers is the most important component of all fund-raising activities. Each chapter includes a useful checklist to help guide you in the right direction. It also includes a chapter on useful contacts for fund-raisers.

The Volunteer Centre UK, 1992

> **Sustaining Civil Society – Strategies for Resource Mobilization**

Leslie M. Fox (ed) and S. Bruce Schearer (ed)

Describes in detail innovative methods used by civil-society organisations to fund their programmes. Includes chapters on revenues from earned income, engaging corporations, venture capital, microcredit programmes and debt conversion. Each concept is illustrated by case studies.

CIVICUS, 1997

> **Tried and Tested Ideas for Raising Money Locally – Small and Medium-Scale Events**

Sarah Passingham

Directory of Social Change, 1994

> **Trust Fundraising**

Anthony Clay

A publication dealing with the most effective ways in which fund-raisers can approach grant-making trusts. Aims to increase fund-raisers' success. Covers subjects such as the importance of research and well-maintained records, the value of the personal approach, the need for a detailed planning strategy for trust fund-raising, good and bad methods of trust approach, and the importance of continued contact after an application has been made. Content listing and alphabetical index are provided.

Charities Aid Foundation & Institute of Charity Fund-raising Managers, 1999



› **Winning Grants Step By Step: Support Centers Of America's Complete Workbook For Planning, Developing, And Writing Successful Proposals**

Mim Carlson.

Structured in 9 individual steps to lead an applicant through the grant-proposal writing process so that the workbook exercises and grant proposal are completed together. A section provides a bibliography, extra work sheets and additional tips on writing letters of intent and conducting research on grant-makers.

Jossey Bass, 1995

› **The WISE Guide To Fundraising – Women's Studies Research And The European Union**

Petra Branderhorst

This book attempts to map the broad terrain of European resources for women's studies. It outlines how to approach the European Commission and anticipates possible problems. It contains contact addresses for all the directorates-general in Brussels. This guide advises anyone working in this area to join European networks like WISE and to lobby on national and European levels for women's studies as a political issue.

Women's International Studies Europe, 1997

› **A Women's Fundraising Handbook**

This publication shares some thoughts about raising money and giving it away, how the Global Fund for Women developed and the lessons it learnt when implementing its programme. It shares lists of ideas and organisations that are possible sources of financial and other resources.

The Global Fund for Women, 1995

› **The Worldwide Fundraiser's Handbook – A Guide To Fundraising For Southern NGOs And Voluntary Organisations**

Michael Norton

This book discusses how to establish effective local fund-raising, the range of funds and sources available, understanding the different fund-raising techniques and case studies and examples of good practice. Covers all major sources of funds, from private individuals to governments, foundations, and companies and all the major techniques, from income-generation activities to direct mail and organising fund-raising events.

Directory of Social Change, 1996

› **Writing Better Fundraising Applications**

Michael Norton

A practical guide to writing a good fund-raising application. It consists of advice, worked examples and exercises. Includes chapters on costing a project, improving your communications skills, writing a good application, assessing your applications, creating your own worksheets.

Directory of Social Change, 1992

› **Writing Better Fundraising Applications (2nd Edition)**

Michael Norton

This book includes worked examples, exercises, ideas, and advice from a major grant-maker. This new edition covers: the ingredients of a good application, your key selling points, building credibility, project fund-raising, costing an application, and writing clearly and persuasively.

Directory of Social Change, 1997

Further reading



**T-Kit on Funding
and Financial Management**

> Writing Winning Grant Proposals Step by Step

Chad T. Green and Yvette Castro-Green

Provides grantseekers with the necessary techniques on how to research, identify and successfully persuade funders to finance their projects. Based on a practical approach, it includes sample templates, practice exercises and examples.

NGO Centre, Riga, 1996

> The Youth Funding Guide

Nicola Eastwood

This book covers strategies on raising money for anyone working with young people. It covers areas such as the national lottery, central and local government, Europe and the general public. It also gives help and advice on developing a fund-raising strategy, writing effective fund-raising applications and tax and VAT issues.

Directory of Social Change, 1997

- Annotated webography

www.coe.int/youth – The website of the Directorate of Youth and Sport of the Council of Europe with information on their educational programme, funding possibilities and international youth policy and with many links to organisations in the youth field in Europe.

www.dsc.org.uk – The Directory of Social Change aims to be an internationally recognised, independent source of information and support to non-governmental and non-profit sectors worldwide. Apart from very UK-specific publications and activities, they publish a large range of handbooks on fund-raising and related issues.

www.eurodesk.org – Eurodesk has a multitude of information about all kinds of European funding possibilities for different types of project. Eurodesk has a European-wide network of regional information offices where you can get more information.

www.europa.eu.int/comm/education/youth.html – This website brings you to the YOUTH programme of the European Commission. You can find a variety of forms here to apply for funding, plus links to the national agencies that implement the YOUTH programme in the different European countries.

http://www.europa.eu.int/comm/secretariat_general/sgc/info_subv/intro_funding.htm – This is the authoritative website of the General Secretariat of the European Commission on EU funding. It contains among others a list of available grants and the vademecum on grants management. If you are looking for information on what funding is available from the European Union, this page is a useful starting point.

www.fundersonline.org and www.efc.be – Funders Online offers information about a range of European funding and grant-making sources. It is an initiative of the European Foundation Centre Orpheus programme. The mission of the European Foundation Centre (EFC) is to promote and underpin the work of foundations and corporate funders in Europe. Orpheus, the information and communications programme of the EFC, provides a public archive and information service on foundations and corporate funders active in Europe.

www.training-youth.net – The website of the Council of Europe-European Commission Partnership in Training and Youth has all the T-Kits on line, as well as some training course reports, the trainers' magazine Coyote and all kind of information about training opportunities.

www.youthforum.org – This is the website of the European Youth Forum, which aims to give a political voice to young people in Europe through youth organisations. It has links to and descriptions of the member organisations (international non-governmental youth organisations and national youth councils in Europe). It also has various policy texts on line as well as information about funding opportunities and lobbying campaigns.

