GIFT’s Guide to the Journal Archive

WINTER 2017

35 Years
TO MARK THE JOURNAL’S 35TH BIRTHDAY, we asked GIFT staff, board and Journal editorial board members to share one (for some it was too hard to only choose one) of their favorite articles from the archive and why. We realize 475 articles is a lot to navigate, so we hope this Guide will serve as an introduction to the many gems you’ll find in the Archive over time.

Big thanks to our contributors:

Crystal Middlestadt  
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We appreciate everyone who joined us in celebrating 35 years of the Grassroots Fundraising Journal!
“Surveys & Segments: Building Your Major Donor Strategy”
by Jack Hui Litster

Crystal Middlestadt
Resource Development Director
GIFT

Jan-Feb 2016, v35 n1

“This is one of my favorite articles because it gives clear and simple steps to start building a major donor program. I especially like the suggestion to survey donors to develop profiles to better personalize communications.”

“Fundraising Planning Worksheet”
by Stephanie Roth, Mimi Ho & Priscilla Hung

Dolores Garay
Director of External Relations
California Rural Legal Assistance, Inc.
Fundraising Consultant
GFJ Editorial Board

Sep-Oct 2007, v26 n5

“How to Raise $50,000 in Six Weeks”
by Kim Klein

“Having access to the GFJ archive means you have the wisdom of the most successful fundraisers all in one place! I regularly turn to these two articles—among MANY OTHERS. When I feel stuck, I will plug in the topic area and get immediately rewarded with several articles that answer my question.”

grassrootsfundraising.org
“Prospect Identification: You Already Know All the People You Need to Know to Raise All the Money You Want to Raise”

by Kim Klein

March-April 1997, v16 n2

Jose Dominguez
Director of Development & Communications, Strong City Baltimore, GIFT Board Chair

“This is one of the first articles I ever read about fundraising that made sense to me and reminded me of so many of the conversations that I had heard from Boards. The message is, ‘start where you are and you will be surprised at the success.’ It is both common sense and innovative in its simplicity and inspiration.”

“Strategic Communications for Year-round Donor Engagement”

by Joleen Ong

“Infographics for Outreach, Advocacy & Fundraising”

by Kyle Andrei & Chris Bernard

Lorraine Ramirez
Senior Program Manager
Neighborhood Funders Group, GIFT Board

Sep-Oct 2014, v33 n5

“I love Joleen’s article because it walks us through the steps and includes examples. I’ve been a part of fundraising teams that were very cautious about staying in touch with donors, or concerned about how and what to communicate. This article is a great guide that addresses all of that.

Infographics can be a powerful tool, but I have no idea how to design them. This article was a great starting place for me to learn, starting with the fundamentals of a good infographic and how to use one successfully—this is definitely an article I’ll read again and again.”
“How to Raise $50,000 in Six Weeks”
by Kim Klein

Megan Peterson
Executive Director
Gender Justice
GFJ Editorial Board

Sep-Oct 2007, v26 n5

“I can’t tell you how often I’ve shared this article with others. It really helps break down a fundraising effort to seem doable and not scary to those who are new to fundraising.”

“Putting on a House Party”
by Kim Klein

Michael Robin
Consultant
GIFT Board
GFJ Editorial Board

July-August 1999, v18 n4

“When I first got into development, I was so happy to discover the Journal—it consistently had articles on questions I had or was going to have. There were articles on how to do house parties, what to look for in a database, and more. That was just the copy I got in the mail. The archive available online is full of articles with practical tips, real life case studies, as well as bigger picture issues such as the impact of increasing wealth inequality on fundraising.”
The article, like its title, is a very methodical and thorough overview of the work needed to track and maintain good communications. There’s also helpful, clear information about various tools that will support the work: online resources, books, and suggestions for what to consider in creating homegrown tools. Overall, the reader walks away with a very strong template to immediately put into use and adapt, as needed.

“Kim’s article is over 10 years old, but the 10 truths about fundraising are still as relevant as ever. When I teach others about fundraising, these are the main things I want participants to take away and incorporate into their work, all wrapped up into one succinct article.

Black Lives Matter is a central hub for some of the most prominent social justice organizing happening today, and it’s important to remember that fundraising and philanthropy are a key part of that. This background on the resourcing of the movement can help inspire other donors and funders to step up for racial justice.”
“53 Ways for Board Members to Raise $1,000”
by Kim Klein

Randall Quan
Senior Consultant
Community Resource Exchange
GFJ Editorial Board

“This is one of my favorite articles because when I show it to individuals and groups—particularly ones who are new to or just frustrated with fundraising—it immediately resonates with them. People quickly see that the strategies are accessible: they are simple, practical and relevant. I’ve seen newbies and even jaded veterans get excited about fundraising possibilities and opportunities. It reinforces the value of having multiple and diverse strategies to support our efforts, and the role of our boards in that work.”

“Always Be Asking: Using Organizing to Build Membership”
by Amy O’Connor & Andy Robinson

Stephanie Roth
Principal
Klein & Roth Consulting
GFJ Editorial Board

“This article is a wonderful case study of an organization that really walks the talk about integrating fundraising and organizing and has impressive results to show for it. Not only is this an inspiring example of grassroots fundraising at its best, it makes the connection between building a base of members and donors and building power for change in our communities. It also takes the reader through some of the specific activities that Iowa Citizens for Community Improvement carries out so that others can learn how to apply these strategies to their own organizations.”

ggrassrootsfundraising.org
“I was able to share this article with my team to convince them that a fundraising event actually wasn’t the best thing for our group at the time. It’s full of rich details and helpful examples of what to consider when contemplating special events.”

“House parties are one of the easiest ways to grow your base quickly and affordably. When well planned and executed they can exponentially increase your reach with prospective supporters and donors. Kim Klein's timeless classic on how to throw a successful house party should be tucked in every fundraiser’s tool belt.”
“Over the years, I’ve relied on the Journal and the archive for practical advice on cultivating donors, running fundraising drives and more. In ‘My Biggest Mistakes,’ Kim Klein provides important lessons for fundraisers based on her 30+ years in fundraising.”

These and hundreds of other useful fundraising articles are included with your Journal subscription, and can be accessed at grassrootsfundraising.org/archive.

Email jennifer@grassrootsfundraising.org for assistance setting up your online account, resetting your password, or for any questions related to your subscription.

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GFJ Article Topics Covered in the Archive

Boards of Directors
Budgeting, Planning & Evaluation
Capital Campaigns
Communications, Marketing & Donor Relations
Corporate, Foundation & Government Grants
Databases, Software & Technology
Earned Income
Events
Fundraising Team, Culture & Sustainability
Hard Times & Crises
Mail Appeals
Major Gifts
Membership
Monthly Sustainers
Online Fundraising
Organizing & Movement Building
Personal Experiences
Philanthropy
Phone Banking
Planned Giving, Endowments & Bequests
Principles of Fundraising
Prospect Identification & Donor Acquisition
Trends in Fundraising & Nonprofit Sector
Volunteers
Workplace Giving