
Electronic Books

Following Educational Philanthropy How To Series of E-books are available for purchase. To see the E-Book Shop for these titles please [Register Here](#).

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1) The Development Office

A Development Office is a department which is the focal point for non-academic activities such as fundraising, alumni, marketing and communication issues with which schools are increasingly faced. Schools are struggling to identify the best way to introduce, accommodate, and resource these programs and activities. This E-Book will provide the guidance necessary to evaluate whether such an office is desirable, to cater for the many varied non academic activities within a school environment, and how to establish the structure that best suits your school.

2) Role and Responsibilities of a Development Office (On the way. Watch this space).

3) A School Foundation

This E-Book outlines the benefits of a Foundation as part of a school's total integrated development environment. This E-Book will assist schools to consider advancing entrepreneurial strategies and plan for future growth and development. It covers issues on how a Foundation is not seen only in the context of philanthropic giving or school fundraising but also as a tool in achieving defined community engagement and financial long term goals.

4) Fundraising for Schools

Philanthropic giving (school fundraising) is about people, passion and a vision. This E-book will look at establishing an integrated fundraising program in an educational environment often where families may have had generations of connections with the school or conversely no previous attachment.

5) Prospect Research

The purpose of research is to pinpoint individual prospects who are more likely to make a philanthropic contribution to your Institution.

This E-Book will assist you in establishing cost effective strategies, establish a process to identify prospects, how to collect, store, manage and retrieve the information and how to engage stakeholders so they will want to support your School Fundraising.

6) Sponsorship

Schools have an extremely valuable market place. The size and diversity of such, attracts interest from the corporate sector wishing to partner with you and expose their brand to your community. This E-book will assist you to build an effective sponsorship program. It will enable the school to engage with the corporate sector in partnership without lessening the importance and value of the school in the market place.

7) Leadership (On the way. Watch this space).

8) Alumni Engagement

An alumni engagement program enables a School, College or University to connect with members of its past student community and encourage them to remain involved with the institution and also become informed about networking and philanthropic opportunities. This E-book will assist you to build a long term engagement program with your alumni.

9) Volunteers (On the way. Watch this space).

10) Income Generation (On the way. Watch this space).

11) Special Events

This E-Book will assist you in organising a special event whether the main purpose is to raise funds, lift the profile or awareness of the organisation, or as a thank you to your volunteers or donors and supporters. Events that raise friends can also be big dollar earners. Events can provide an opportunity to engage with members of your community, training opportunities for volunteers and invite businesses to be involved with the School.

12) A Major Gifts Program

This E-Book will assist you to implement a program to plan for and solicit major gifts as part of your overall integrated fundraising program. It outlines how to build your case for support, provides tips and guidance to conduct research,

identify your top lead gift prospects and how to make the approach for the large donation.

For a successful major gifts program, it has to be linked to the long term fundraising plan, the passion of the donor and the needs of the school. Engage your donor and build a profile and the right approach can bring excellent results.