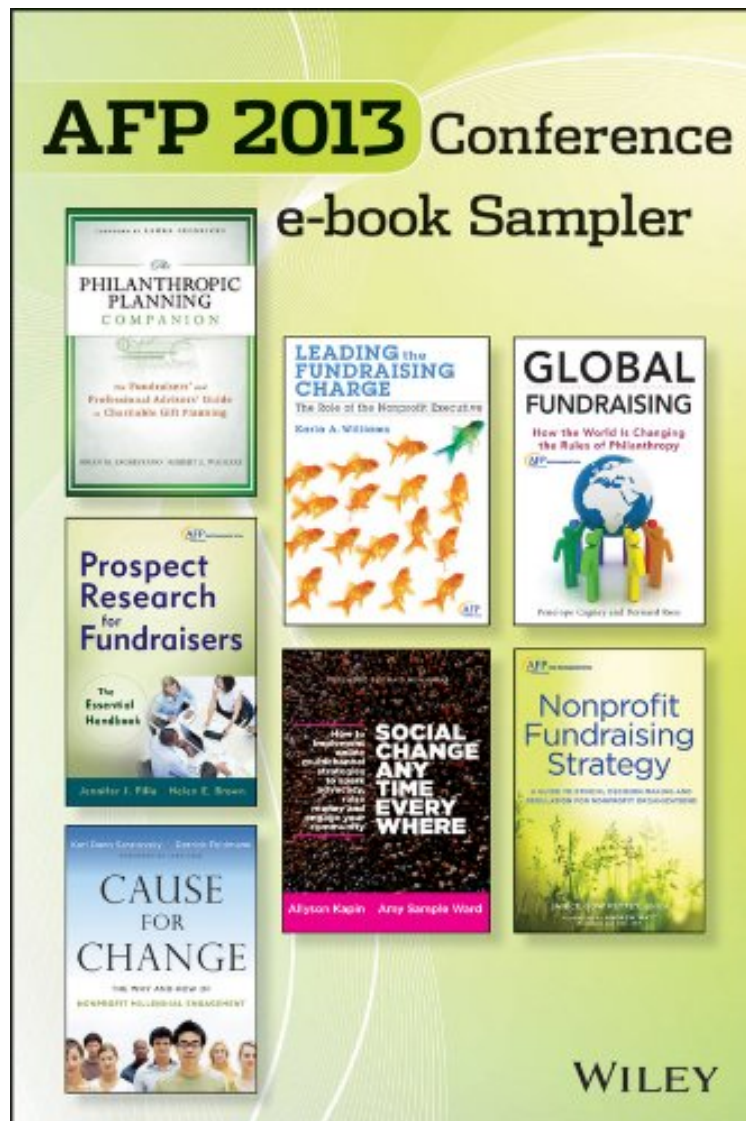


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before purchasing it in order to gauge whether or not it would be worth my time, and all praised AFP 2013 Conference E-book Sampler: Excerpts by Brian M. Sagrestano, Robert E. Wahlers, Karla A. Williams, Penelope Cagney, Bernard Ross, Jennifer J. Filla, ... D. Saratovsky, Derrick Feldmann, Allyson:

Whether you are new to the field of fundraising and need to get quickly up to speed or you're a seasoned professional looking for new ideas on how to reach donors in a connected society, our experts can show you how. We've gathered together excerpts from five of our leading AFP Fund Development Series books to help you deal with the challenges executives face when leading, incorporate ethical standards and practices in your fundraising, implement right-sized prospect research techniques, better understand the challenges of global fundraising, engage millennials in fundraising, provide the spark for social change and more!

Sample 1, from *The Philanthropic Planning Companion*: Brian Sagrestano and Robert Wahlers compile and analyze the latest research on donor/client behavior, discussing the need for segmented approaches to charitable gift planning based upon the values and personal planning objectives of the donor/client.

Sample 2, from *Leading the Fundraising Charge*: Karla Williams addresses the challenges and issues that executives face when leading a nonprofit organization that is dependent on philanthropic support.

Sample 3, from *Global Fundraising*: Penelope Cagney and Bernard Ross bring together a team of international fundraisers to skillfully track how the world of fundraising is changing rapidly due to a number of factors including: continuing growth of great wealth; non-profit innovation emerging everywhere; growth of indigenous NGOs; increased professionalism in fundraising; and the value and role of new and social technologies.

Sample 4, from *Prospect Research for Fundraisers*: Jennifer Filla and Helen Brown offer a practical understanding of the relevant tools at the disposal of development officers and managers responsible for hiring, outsourcing, purchasing, managing, and implementing prospect research within their organizations.

Sample 5, from *Nonprofit Fundraising Strategy*: Janice Gow Pettey and members of the AFP Ethics Committee provide a wealth of practical tools to help fundraising practitioners, board members, and governing boards implement these essential ethical decision making and regulation concepts into their own organizations.

Sample 6, from *Cause for the Change*: Kari Dunn Saratovsky and Derrick Feldmann examine strategies for engaging Millennials as constituents, volunteers, and donors, and focuses on how organizations can realign themselves to better respond to this group of 80 million strong.

Sample 7, from *Social Change Anytime Anywhere*: Allyson Kapin and Amy Sample Ward guide readers through the planning and implementation of online multi-channel strategies that will spark advocacy, raise money and promote deeper community engagement in order to achieve social change in real time.

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