



**CFRE Resource Reading List
References Appropriate for
All Candidates**

Once you have reviewed the **CFRE Test Content Outline** and identified areas for your personal focus during your study plan, this chart can help you identify which books are most appropriate for review in each area of the **CFRE Test Content Outline**. Some provide a comprehensive overview of fundraising, while others focus on specific knowledge areas.

COMPREHENSIVE RESOURCES: The resources below are comprehensive in nature, covering each of the six **CFRE** knowledge domains.

- Ciconte, Barbara Kushner and Jeanne G. Jacob. *Fund Raising Basics: A Complete Guide*. Jones and Bartlett, 3rd edition, 2009.
 Dove, Kent E., Jeffrey A. Lindauer and Carolyn P. Madvig. *Conducting a Successful Fundraising Program*. Jossey-Bass Publishers, 2nd edition, 2001.
 Greenfield, James M. *The Nonprofit Handbook: Fundraising*. New York, NY: John Wiley and Sons, Inc., 3rd edition, 2001.
 Mallabone, Guy. *Excellence in Fundraising in Canada*. Toronto, ON: Civil Sector Press, 2011.
 Tempel, Eugene R, Timothy L. Seiler and Eva E. Aldrich. *Achieving Excellence in Fund Raising*. Jossey-Bass Publishers, 3rd edition, 2010.

DOMAIN-SPECIFIC RESOURCES: The resources below focus on one or more of the six CFRE knowledge domains.

<u>TITLE</u>	Current and Prospective Donor Research	Securing the Gift	Relationship Building	Volunteer Involvement	Leadership and Management	Ethics and Accountability
Ahern, Tom and Simone Joyaux. <i>Keep Your Donors: The Guide to Better Communications & Stronger Relationships</i> . New York: John Wiley and Sons, Inc., 2008.	✓	✓	✓			✓
Ashton, Debra. <i>The Complete Guide to Planned Giving: Everything You Need to Know to Compete Successfully for Major Gifts, 3rd ed.</i> Quincy, MA: Ashton Associations, 2001.		✓				

<u>TITLE</u>	Current and Prospective Donor Research	Securing the Gift	Relationship Building	Volunteer Involvement	Leadership and Management	Ethics and Accountability
Burnett, Ken. <i>Relationship Fundraising: A Donor Based Approach to the Business of Raising Money, 2nd ed.</i> San Francisco: Jossey-Bass, 2002.	✓	✓	✓	✓		
Connors, Tracy Daniel. <i>The Nonprofit Handbook: Management, 3rd ed.</i> New York: John Wiley and Sons, Inc., 3 rd edition, 2001.					✓	✓
Dove, Kent E. <i>Conducting a Successful Annual Giving Program.</i> San Francisco: Jossey-Bass Publishers, 2001.	✓	✓	✓	✓	✓	✓
Dove, Kent E. <i>Conducting a Successful Capital Campaign, 2nd ed.</i> San Francisco: Jossey-Bass, 2000.	✓	✓	✓	✓	✓	
Dove, Kent E., et al. <i>Conducting a Successful Development Services Program.</i> San Francisco: Jossey-Bass, 2002.	✓				✓	✓
Dove, Kent E., Jeffrey A. Lindauer and Carolyn P. Madvig. <i>Conducting a Major Gifts and Planned Giving Program.</i> San Francisco: Jossey-Bass, 2002.	✓	✓	✓	✓	✓	
Fischer, Marilyn. <i>Ethical Decision Making in Fundraising.</i> New York: John Wiley & Sons, Inc., 2000.			✓			✓
Fredricks, Laura. <i>Developing Major Gifts: Turning Small Donors into Big Contributors.</i> Sudbury, MA: Jones and Bartlett Learning, 2006.		✓	✓			
Grace, Kay Sprinkel. <i>Beyond Fund Raising, 2nd ed.</i> New York: John Wiley and Sons, Inc., 2005.	✓	✓	✓	✓	✓	

<u>TITLE</u>	Current and Prospective Donor Research	Securing the Gift	Relationship Building	Volunteer Involvement	Leadership and Management	Ethics and Accountability
Greenfield, James M. <i>Fund Raising: Evaluating and Managing the Fund Development Process, 2nd ed.</i> New York: John Wiley and Sons, Inc., 1999.		✓	✓	✓	✓	✓
Greenfield, James M. <i>Fund-Raising Fundamentals: A Guide to Annual Giving for Professionals and Volunteers, 2nd ed.</i> New York: John Wiley and Sons, Inc., 2002.	✓	✓	✓	✓	✓	✓
Hart, Ted and James M. Greenfield, Pamela M. Gignac and Christopher Carnie. <i>Major Donors: Finding Big Gifts in Your Database and Online.</i> New York: John Wiley and Sons, Inc., 2006	✓	✓			✓	✓
Hart, Ted, Steve MacLaughlin, James M. Greenfield, and Philip H. Geier, Jr. <i>Internet Management for Nonprofits.</i> New York: John Wiley & Sons, Inc., 2010.	✓	✓	✓	✓		
Hogan, Cecilia and David Lamb. <i>Prospect Research: A Primer for Growing Nonprofits, 2nd ed.</i> Jones and Bartlett Learning, 2007.	✓					
Joyaux, Simone P. <i>Strategic Fund Development: Building Profitable Relationships That Last, 3rd ed.</i> Aspen Publishers, 2011.			✓	✓	✓	✓
Kihlstedt, Andrea and Catherine P. Schwartz. <i>Capital Campaigns: Strategies That Work, 3rd ed.</i> Aspen Publishers, 2009.	✓	✓	✓	✓		
Lautman, Kay Partney. <i>Direct Marketing for Nonprofits.</i> Gaithersburg, MD: Aspen Publishers, 2001.		✓				

Revised October 2014

<u>TITLE</u>	Current and Prospective Donor Research	Securing the Gift	Relationship Building	Volunteer Involvement	Leadership and Management	Ethics and Accountability
Pettey, Janice Gow. <i>Ethical Fundraising: A Guide for Nonprofit Boards and Fundraisers</i> . New York: John Wiley and Sons, Inc., 2008		✓	✓			✓
Rosen, Michael J. <i>Donor-Centered Planned Gift Marketing</i> . New York: John Wiley & Sons, Inc., 2011.	✓	✓	✓			
Warwick, Mal. <i>Revolution in the Mailbox: Your Guide to Successful Direct Mail Fundraising</i> . San Francisco: Jossey-Bass Publishers, 2004.		✓				

Revised October 2014