

2012

Publications

FUNDRAISING • ADVANCEMENT SERVICES • ALUMNI RELATIONS • COMMUNICATIONS AND MARKETING • MANAGEMENT



BOOKS • MULTIMEDIA FILES • E-BOOKS
COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION

CONTENTS

2–10

Fundraising

11

Advancement Services

12–13

Alumni Relations

14–17

Communications and Marketing

18–19

Management

20–22

Index

23

Order Form

CASE publications and products can help you be successful. Whether you're new to advancement, already know the basics, or are looking for strategic resources, you'll find publications to meet your needs.

This catalog features books for professionals in fundraising, advancement services, alumni relations, communications and marketing, as well as for those in the overall management of the advancement functions.

Advancement professionals at independent schools and at community colleges can find resources targeted to them.

You'll also find listings of Online Speaker Series (OSS) multimedia files, which are recordings of live webinars produced by CASE. The OSS products in the catalog are just a sampling of the extensive multimedia titles you'll find online in the CASE store. When you purchase an OSS multimedia file, you'll receive unlimited access to that file, so you can watch these files as often as you like.

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Your comments about CASE books are always welcome. Use the comments section, found on the bottom of each product page in the CASE store, to share your thoughts about particular publications and products. Or contact Julie Schorfheide, director of books publishing, at schorfheide@case.org or +1-202-478-5667.



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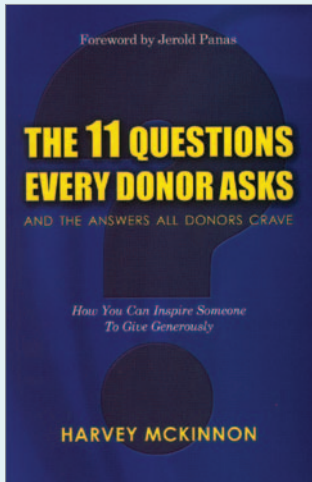
CASE EUROPE
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London E1 7LS
United Kingdom

CASE ASIA-PACIFIC
Unit 05-03
Shaw Foundation
Alumni House
11 Kent Ridge Drive
Singapore 119244

KEY TO PRODUCT INFORMATION:

Item number / Format / Nonmember / Member

NEW



The 11 Questions Every Donor Asks and the Answers All Donors Crave

How You Can Inspire Someone to Give Generously

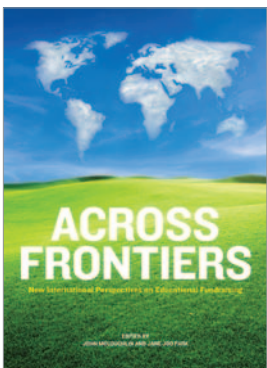
BY HARVEY MCKINNON
(Emerson & Church 2010)

Whether they are verbalized or not, the 11 questions discussed in this new book by veteran fundraiser Harvey McKinnon are on every donor's mind. "To succeed at fundraising," says McKinnon, "it's essential to know the questions" that range from "Why me?" to "How much do you want?" to "How will you measure results?"

Being prepared to sincerely answer these questions that your donors are asking or thinking will help you increase your philanthropic impact.

"Get ready for a lively adventure into the mind of a donor," writes Jerold Panas in the foreword to this book. McKinnon is "the best tour guide I could imagine."

Item 28930C / Softcover / \$24.95 / ~~\$24.95~~



Award Winner

Across Frontiers

New International Perspectives on Educational Fundraising

EDITED BY JOHN MC LOUGHLIN
AND JANE JOO PARK
(CASE 2010)

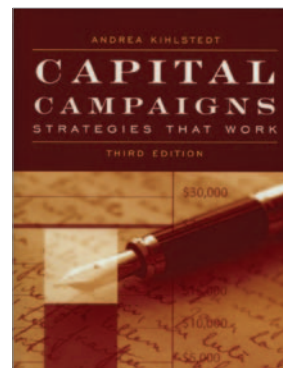
Higher education fundraisers today are well aware of an important

fact: Philanthropic efforts are no longer local or even regional—they now must be international.

This book, winner of an Association Media and Publishing gold award, addresses the new fundraising reality by providing practical, stimulating and thought-provoking advice for fundraisers in the educational sector. Experts from around the world offer insights and information on topics that include prospect research around the world, trends in global foundation support, creating satellite offices in other countries and global fundraising in the context of a campaign.

There is no cookie-cutter approach to fundraising in this new environment. *Across Frontiers* will help you work and think about your profession in new ways.

Item 29703C / Softcover / \$51.95 / ~~\$36.95~~



Capital Campaigns

Strategies That Work

3RD EDITION
BY ANDREA KIHLESTEDT
(Jones and Bartlett 2009)

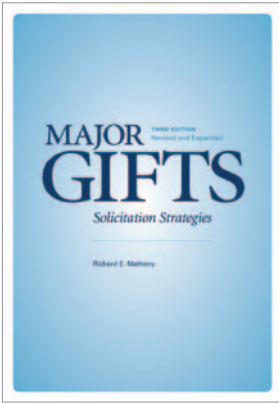
Written for both the experienced professional and the novice to the world of fund development, this book is a blueprint for

success in raising funds for capital projects.

Capital Campaigns outlines and guides you through every step needed to conduct a capital campaign and gets the point across with real-life stories about campaigns. Charts, checklists, timetables, budgets and worksheets provide formats and samples that the reader can use or adapt for the campaign.

This new edition has been updated to reflect the most recent trends in capital campaigns.

Item 28915C / Softcover / \$76.95 / ~~\$76.95~~



Major Gifts Solicitation Strategies

3RD EDITION
BY RICHARD MATHENY
(CASE 2010)

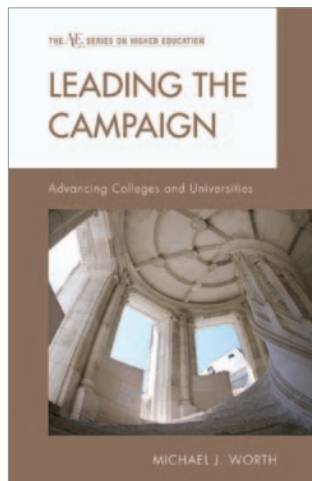
Begin, improve or sustain your major gift program with this updated edition of a CASE best seller that gives you a fresh perspective on the basics of major gift fundraising and donor giving.

Major Gifts imparts invaluable information on the basics of major gift fundraising and

donor giving. The book presents a system for enlisting institutional commitment to ensuring an attitude of confidence on the part of the development officer.

Divided into three sections, the book begins with a review of the primary strategies in major gift solicitation and concludes with case studies and discussion to test your knowledge and hone your skills.

Item 29705C / Softcover / \$69.95 / **\$48.95**



Leading the Campaign Advancing Colleges and Universities

BY MICHAEL WORTH
(Rowman & Littlefield 2010)

Campaign experience at some level is generally now a prerequisite credential for presidential candidates, as well as deans and other academic leaders, on both public and private campuses. This new book addresses what leaders in higher education need to know about comprehensive fundraising campaigns.

Leading the Campaign discusses fundamental campaign principles but emphasizes campaign leadership of presidents and the strategic decisions that a campaign requires. The book will also be of interest to trustees, advancement professionals and others concerned with the future of colleges and universities.

Item 28922C / Hardcover / \$44.95 / **\$44.95**

ONLINE SPEAKER SERIES MULTIMEDIA FILES

MAJOR GIFTS

**Balancing the Art and Science
of Major Gift Development**
(CASE 2009)

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Major Gifts: A Role for Everyone
(CASE 2011)

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Fundraising Across Your Institution**
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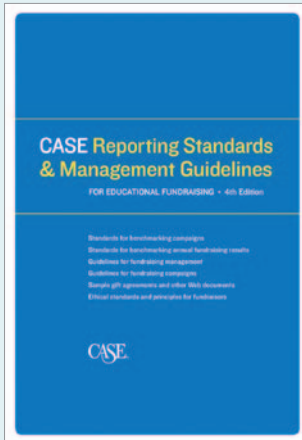
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**Foundation Relations:
Building Lasting Partnerships**
(CASE 2009)

Item 33101C / \$175.00 / **\$130.00 NEW PRICE**

**Winning Communications
Techniques for Fundraisers**
(CASE 2011)

Item 33150C / \$365.00 / **\$275.00**



CASE Reporting Standards and Management Guidelines

for Educational Fundraising

4TH EDITION
(CASE 2009)

This must-have resource explains the revised CASE Management and Reporting Standards.

As the leading source for best practice in educational fundraising, CASE offers these reporting standards and management guidelines for annual fundraising and campaigns.

This book provides institutional leaders and fundraising officials at schools, colleges and universities with information on the prescribed standards for institutions to use in reporting their fundraising results to CASE for its annual Survey of Educational Fundraising Campaigns and to the Council for Aid to Education (CAE) for its annual Voluntary Support of Education (VSE) survey and presents guidelines for educational institutions to consider in the management of their annual fundraising programs and fundraising campaigns.

Item 29505C / Spiral bound / \$70.95 / **\$49.95**



CASE Campaign Report 2010

(CASE 2011)

This 15th annual analysis of the CASE Survey of Educational Fundraising Campaigns includes a new section on campaigning during difficult economic conditions.



Item 44005C / Book (PDF file) / \$112.95 / **\$79.95**

Save 25%

CASE REPORTING PACKAGE

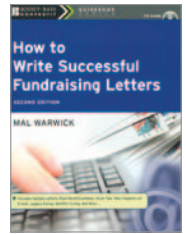
Order the *CASE Reporting Standards and Management Guidelines*, 4th edition, and receive a 25 percent discount on the new *CASE Campaign Report 2010*.

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How to Write Successful Fundraising Letters

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BY MAL WARWICK
(Jossey-Bass 2008)



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Raising \$1000 Gifts by Mail

BY MAL WARWICK

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(CASE 1991)

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Recruiting and Training Fundraising Volunteers

BY LINDA LYSAKOWSKI

(Wiley 2005)

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Mega Gifts

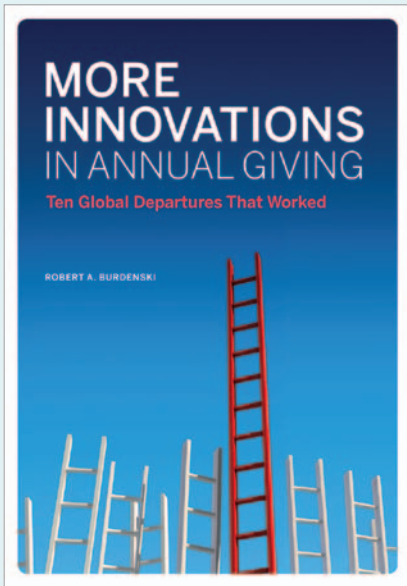
Who Gives Them, Who Gets Them

2ND EDITION

BY JEROLD PANAS

(Emerson & Church 2005)

Item 28278C / Softcover / \$24.95 / **\$24.95**



More Innovations in Annual Giving

Ten Global Departures That Worked

BY ROBERT A. BURDENSKI
(CASE 2009)

Take a close look at bold, imaginative and extremely successful annual giving and annual fund programs at 10 leading colleges, universities and schools around the world—and learn how they achieved success.

In his latest book, Robert Burdenski draws on examples from around the globe: Europe, the United Kingdom, Asia and North America.

Filled with direct mail pieces, web pages, brochures, postcards and other annual giving communications, the illustrations alone provide a wealth of ideas.

A must-have for anyone working with annual funds.

Item 29503C / Softcover / \$51.95 / \$36.95

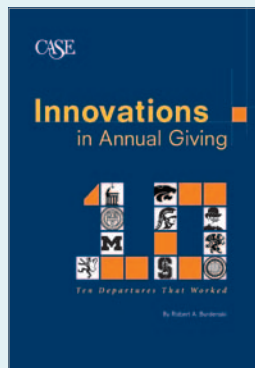
Innovations in Annual Giving

Ten Departures That Worked

BY ROBERT A. BURDENSKI
(CASE 2003)

Explore why and how these bold, imaginative and extremely successful annual giving programs worked at 10 leading colleges, universities and schools.

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Annual Giving

A Practical Approach

BY FRITZ W. SCHROEDER
(CASE 2000)

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Jump-Starting the Stalled Fundraising Campaign

BY JULIA INGRAHAM WALKER
(Wiley 2009)

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Classic CURRENTS

Campaigns

(CASE 2002)

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Fund Raising from Black-College Alumni

Successful Strategies for Supporting Alma Mater

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AND SIBBY ANDERSON-THOMPKINS
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Cultivating Diversity in Fundraising

BY JANE GOW PETTEY
(Wiley 2002)

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Corporate and Foundation Support

Strategies for Funding Education in the 21st Century

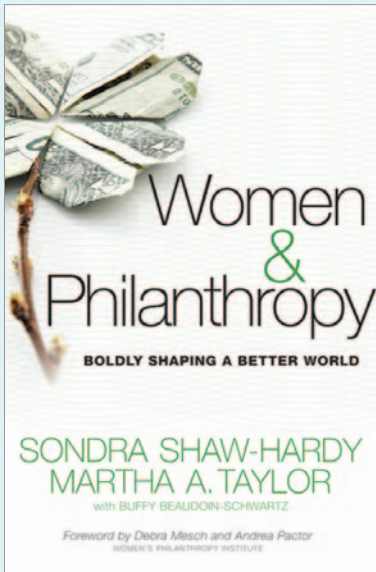
EDITED BY MARY KAY MURPHY
(CASE 2000)

Item 28148C / Softcover / \$66.95 / \$46.95

Upcoming from Burdenski

Annual giving expert Bob Burdenski is working on a new book about the online annual fund. Burdenski looks at what's new in annual giving—and what hasn't changed, even as the social media revolution marches on. The book is filled with practical advice and invaluable examples, including access to online annual giving materials. Watch for more information about this exciting new book at www.case.org/publications.

NEW



Women and Philanthropy

Boldly Shaping a Better World

BY SONDRA SHAW-HARDY AND MARTHA A. TAYLOR
(Jossey-Bass 2010)

Winner of the 2011 John Grenzebach Award for Outstanding Research in Philanthropy, this new book by Sondra Shaw-Hardy and Martha A. Taylor breaks new ground by closely examining issues specific to women in their philanthropic endeavors.

Shaw-Hardy and Taylor, who co-founded the Women's Philanthropy Institute in 1991, provide essential, insightful information through stories about women philanthropists. By examining the role and impact of women in giving, volunteering and social involvement, the authors show how women are making a difference in the world.

"Written for every development officer who wants to gain greater insight into charitable giving by women, this thorough, engaging book makes a compelling case for the importance of engaging women as volunteers and as donors," says CASE President John Lippincott.

Topics covered include:

- Acknowledging the differences between men and women philanthropists
- Stages, styles and generational differences among women philanthropists
- Gender-sensitive development
- Giving circles
- The future of women's philanthropy

Item 28927C / Hardcover / \$42.00 / **\$42.00**

RESEARCH AWARD WINNER

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Askophobia

A Guide for Anxious Fund-Raising Volunteers

(CASE 1991)

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Winning Words

A Volunteer's Guide to Asking for Major Gifts

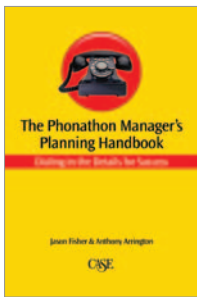
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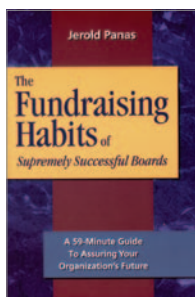
The Phonathon Manager's Planning Handbook
Dialing in the Details for Success

BY JASON FISHER AND ANTHONY ARRINGTON
(CASE 2008)

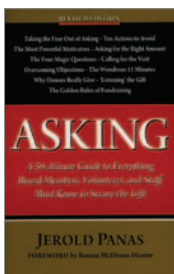
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The Fundraising Habits of Supremely Successful Boards

A 59-Minute Guide to Assuring Your Organization's Future
BY JEROLD PANAS
(Emerson & Church 2006)



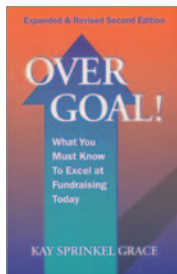
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Asking
A 59-Minute Guide to Everything Board Members, Volunteers, and Staff Must Know to Secure the Gift

BY JEROLD PANAS
(Emerson & Church 2009)

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Over Goal!
What You Must Know to Excel at Fundraising Today
2ND EDITION
BY KAY SPRINKEL GRACE
(Emerson & Church 2006)

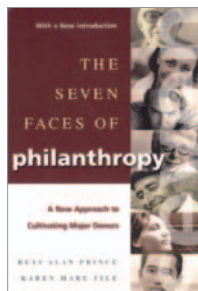
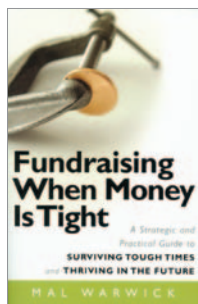
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Fundraising When Money Is Tight
A Strategic and Practical Guide to Surviving Tough Times and Thriving in the Future

BY MAL WARWICK
(Jossey-Bass 2009)

Noted fundraiser offers practical tips to help nonprofits and their fundraising programs cope with an economic downturn and plan for the future.

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The Seven Faces of Philanthropy
BY RUSS ALAN PRINCE AND KAREN MARU FILE
(Jossey-Bass 2001)

Outlines a donor-centered framework for fundraising and offers a detailed understanding of the concerns, interests, needs and motivations of seven types of affluent donors.

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Planned Giving Simplified
The Gift, the Giver, and the Gift Planner

BY ROBERT F. SHARPE SR.
(Wiley 1998)

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The Art of Planned Giving
Understanding Donors and the Culture of Giving

BY DOUGLAS E. WHITE
(Wiley 1998)

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(CASE 2002)

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Selected Chapters from the *Handbook of Institutional Advancement*
(CASE 2004)

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Fearless Fund Raising
A Guide for Faculty and Deans
(CASE 2000)

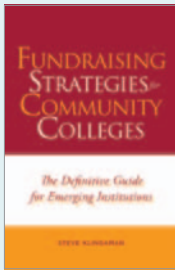
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Writing Grant Proposals That Win

3RD EDITION
BY DEBORAH WARD
(Jones and Bartlett 2006)

Item 28285C / Softcover / \$69.95 / \$69.95

NEW



Fundraising Strategies for Community Colleges

The Definitive Guide for Emerging Institutions

BY STEVE KLINGAMAN
(Stylus 2011)

This comprehensive guide, written expressly for community colleges, offers practical advice and concrete steps on how to build a strong advancement team that encompasses annual fund, grants, major gift and planned giving programs. Fundraising Strategies for Community Colleges is essential reading for development professionals, college presidents, board members, trustees, faculty leaders, and others in leadership positions at community colleges.

Item 29710C / Softcover / \$35.95 / **\$35.95**



Growing Giving

A Guide to Securing Private Support for Your Community College

BY BRENDA BABITZ
(CASE 2007)

As competition increases for state and local money, community colleges must look beyond the public sector to fund their educational missions. Private support is needed to bridge the gap between what public funding can provide and the level of excellence today's community-based education demands.

Growing Giving offers proven ways to grow relationships—internally and externally—and identify giving opportunities based on benchmarks achieved by other advancement operations.

Item 28254C / Softcover / \$27.95 / **\$19.95**

Getting the Green

Fundraising Campaigns for Community Colleges

BY STUART R. GROVER
(Community College Press 2009)

Getting the Green addresses questions faced by community college fundraisers. From testing feasibility to identifying supporters, to thanking and retaining volunteers and donors, this guide offers guidance, tailored to community colleges, for every step of planning, carrying out and following up campaigns.

Item 28921C / Softcover / \$46.00 / **\$46.00**



ONLINE SPEAKER SERIES MULTIMEDIA FILES

Building and Enhancing Fundraising Efforts for Community Colleges

(CASE 2007)

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Getting Started on Your Community College Fundraising Campaign

(CASE 2010)

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(CASE 2005)

This series of electronic files includes specific examples, sample guidelines and policies, resources, checklists and more.

Individual guides:

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Buy the complete set and save

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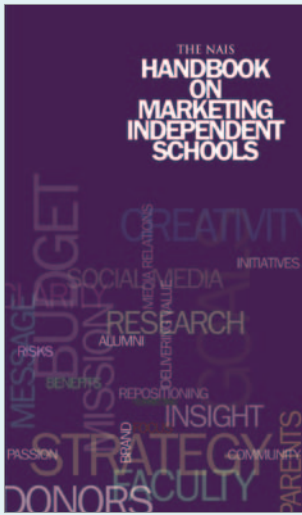
Thank You for Submitting Your Proposal

A Foundation Director Reveals What Happens Next

BY MARTIN TEITEL
(Emerson & Church 2006)

Item 28291C / Softcover / \$24.95 / **\$24.95**

NEW



The NAIS Handbook on Marketing Independent Schools

BY KATHLEEN A. HANSON
(NAIS 2011)

From start to finish, this book offers advice specifically for independent schools and shows how to develop a thriving marketing program at your school.

Experienced school marketing professionals offer an overview of what marketing is (and isn't) and give detailed advice in every critical area of marketing, including—

- Developing a marketing plan,
- Boosting development efforts through marketing,
- Marketing through social media,
- Marketing to internal audiences and
- Involving parents, students and your board.

Case studies examine marketing in action at three independent schools.

Item 29507C / Softcover / \$35.00 / **\$35.00**

Independent School Advancement Series

(CASE 2005)

Written by professionals at independent schools, these guides offer practical information that is right on target for small advancement operations with ambitious goals and limited resources.

Individual guides:

Building a Partnership with Parents

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Deferred Giving

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Preparing for the Independent School Endowment Campaign

(CASE 2007)

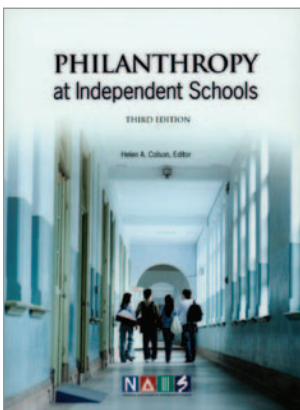
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Social Network Primer

Making Effective Use of Social Webs for Independent School Advancement

(CASE 2009)

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Philanthropy at Independent Schools

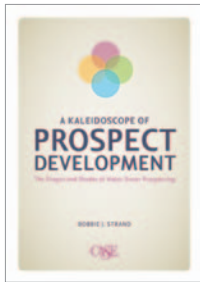
3RD EDITION

BY HELEN A. COLSON
(NAIS 2009)

This revised and expanded book covers what development officers, school heads, fundraising volunteers and trustees need to know about fundraising at independent schools, from setting up a development office to asking for major gifts. Topics covered include the challenges of fundraising in the 21st century; approaching diverse constituencies; key relationships in a development program; alumni relations; communications and marketing; new technology in fundraising; writing for development; and international fundraising.

Topics covered include the challenges of fundraising in the 21st century; approaching diverse constituencies; key relationships in a development program; alumni relations; communications and marketing; new technology in fundraising; writing for development; and international fundraising.

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A Kaleidoscope of Prospect Development

The Shapes and Shades of Major Donor Prospecting

BY BOBBIE J. STRAND
(CASE 2008)

The definitive text on prospect development covers the field from start to finish, with researcher-fundraiser and donor-institution partnerships firmly in mind.

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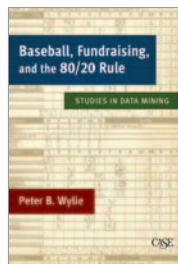
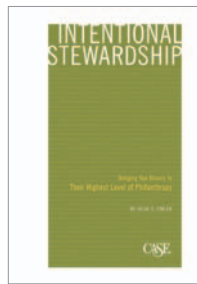
Intentional Stewardship

Bringing Your Donors to Their Highest Level of Philanthropy

EDITED BY JULIA S. EMLEN
(CASE 2007)

Provides a method and template for designing a fundraising program centered on the donor that even the smallest development shops can adopt.

Item 28350C / Softcover / \$51.95 / **\$36.95**



Baseball, Fundraising, and the 80/20 Rule

Studies in Data Mining

BY PETER B. WYLIE
(CASE 2008)

The articles in this collection illustrate practical ways to use statistical analysis and predictive modeling to improve fundraising results and discuss how to make the most of wealth screening.

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Advancement Services

A Foundation for Fund Raising

2ND EDITION
EDITED BY JOHN TAYLOR
(CASE 2007)

This fully updated edition covers the ground of advancement services. Includes discussion of ethics, privacy, stewardship, technology, reporting and more.

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Data Mining for Fund Raisers

BY PETER B. WYLIE
(CASE 2004)

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Donor Relations

The Essential Guide to Stewardship Policies, Procedures, and Protocol

BY TRACY G. SAVAGE ET AL.
(CASE 1999)

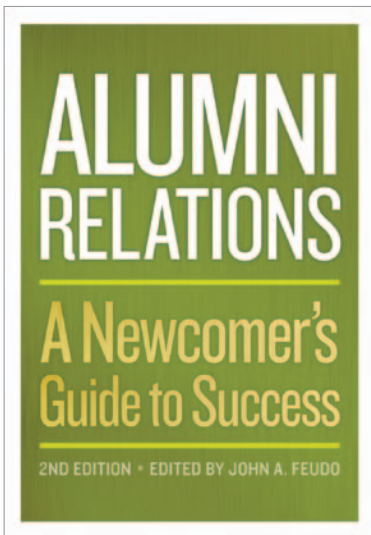
Item 28133C / Softcover / \$59.95 / **\$41.95**

Major Donors Finding Big Gifts in Your Database and Online

EDITED BY TED HART, JAMES M. GREENFIELD, PAMELA M. GIGNAC, CHRISTOPHER CARNIE
(Wiley 2006)

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ALUMNI RELATIONS



Alumni Relations

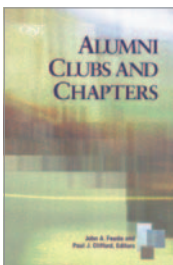
A Newcomer's Guide to Success

2ND EDITION

EDITED BY JOHN A. FEUDO
(CASE 2010)

This thoroughly revised and expanded edition of John Feudo's award-winning book offers the expertise, advice and insight that newcomers need to launch a successful alumni relations career. Drawing upon the collective wisdom of more than 30 experts, *Alumni Relations* offers an overview of the many aspects of the field and is filled with practical advice on a wide range of topics. You'll turn to this handbook again and again for winning ideas that really work.

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Alumni Clubs and Chapters

EDITED BY JOHN A. FEUDO AND PAUL J. CLIFFORD
(CASE 2002)

Fourteen alumni relations professionals walk you through the essential steps of recruiting, training and rewarding volunteers; program planning; funding and marketing; and evaluating success.

Item 28168C / Softcover / \$51.95 / **\$36.95**

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Alumni Engagement Goals for Campaigns

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Working Together

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Best Practices in Alumni Marketing Surveys

(CASE 2010)

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Building and Growing Your Community College Alumni Program

(CASE 2008)

Item 33056C / \$165.50 / **\$122.50**

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Strategies for Developing an Effective Program

(CASE 2008)

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Engagement Strategies

Marketing Insights from Alumni, Annual Giving Directors and Top Businesses

(CASE 2010)

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Fund Your Alumni Association's Mission

Affinity Marketing Programs and Corporate Sponsorships

(CASE 2010)

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International Alumni Relations and Independent Schools

(CASE 2010)

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Lessons Learned in Transforming Alumni Relations

(CASE 2009)

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(CASE 2010)

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(CASE 2011)

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Staying Connected

100 Alumni Web Pages

(CASE 2010)

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Students

The Path to Donors' Hearts

(CASE 2010)

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A Tool of Engagement

Alumni Association Membership

(CASE 2010)

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Coming This Fall

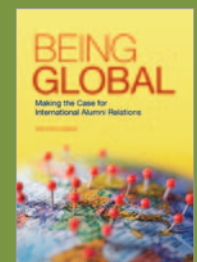
Being Global

Making the Case for International Alumni Relations

BY GRETCHEN DOBSON

Is an international alumni relations program right for your institution? This book will help you find the answer. Watch for more information at www.case.org/publications.

Item 29709C / Softcover / \$51.95 / **\$36.95**





Presidential Inaugurations

Planning for More than Pomp and Circumstance

BY JOY WINKIE VIOLA
(CASE 1993)

Get practical advice on staging a presidential

inauguration—an event that involves a lot more than you or your new president may imagine. Includes sample forms from a variety of institutions.

Item 28501C / Softcover / \$34.95 / **\$24.95**

Happy Birthday, Dear Alma Mater

BY EMAN QUOTAH
(CASE 2002)

This book walks you through the entire process of staging a major institutional anniversary. From long-range strategy to last-minute tactics, get field-tested advice for managing the celebration and conducting the debriefing.



Item 28173C / Softcover / \$53.95 / **\$37.95**



Alumni Relations

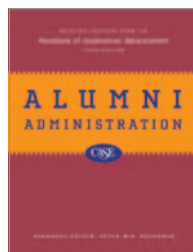
BY GORDY TAYLOR
AND CATHY ONION
(CASE 1998)

Item 28115C / Softcover / \$51.95 / **\$36.95**

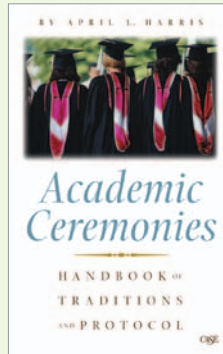
Alumni Administration

Selected Chapters from the *Handbook of Institutional Advancement*

(CASE 2004)



Item 28245C / Book (PDF file) / \$27.95 / **\$19.95**



Academic Ceremonies

A Handbook of Traditions and Protocol

BY APRIL L. HARRIS
(CASE 2005)

Events expert April L. Harris details the traditions of academic regalia, processions, commencements, convocations, hooding ceremonies and inaugurations, and features checklists, sample text and illustrations.

Item 28290C / Spiral bound / \$54.95 / **\$37.95**

Special Events

Planning for Success

2ND EDITION

BY APRIL L. HARRIS
(CASE 1998)

This guide offers specific advice on planning (way) ahead, finding ideal venues, sending out invitations, working with volunteers, dining and staying within a budget.

Item 28120C / Spiral bound / \$54.95 / **\$37.95**



Etiquette and Protocol

A Guide for Campus Events

BY APRIL L. HARRIS
(CASE 1999)

This book gives straightforward advice on campus etiquette. It includes chapters on invitations, forms of address, receiving guests, food and beverage, academic traditions, international relations and business etiquette practices.

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NEW



Spunk & Bite

A Writer's Guide to Bold, Contemporary Style

BY ARTHUR PLOTNIK
(Random House 2007)

E.B. White and William Strunk Jr. might have told you to “place yourself in the background; do not inject opinion” in your writing—but does that style really work with today’s readers?

In this lively and informative book, bestselling author Arthur Plotnik shares ideas and examples that will help you create attention-

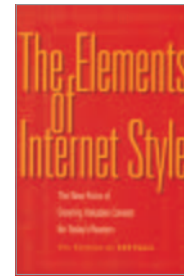
grabbing, unforgettable writing.

Plotnik covers freshness (“the wallop of the new”), writing for new generations, incandescent word choice, clarity, diction and more. *Spunk & Bite* also includes a brief section with exercises for practice and study.

“Unlike Strunk & White’s catalog of abstractions and rhetorical ruler slaps, [Spunk & Bite] is refreshingly concrete,” says *Poynter Online*.

Add some spunk and bite to your writing by heeding the advice in this book.

Item 29027C / Softcover / \$13.95 / **\$13.95**



The Elements of Internet Style

The New Rules of Creating Valuable Content for Today's Readers

(EEI Press 2007)

Item 28911C / Softcover / \$24.95 / **\$24.95**

The Great Grammar Challenge

EDITED BY PRISCILLA S. TAYLOR
AND MARY T. STOUGHTON

(EEI Press 1997)

Item 28196C / Softcover / \$24.95 / **\$24.95**

STET Again! More Tricks of the Trade for Publications People

(EEI Press 1996)

Item 28195C / Softcover / \$17.95 / **\$17.95**

NEW

Caffeine for the Creative Mind

250 Exercises to Wake Up Your Brain

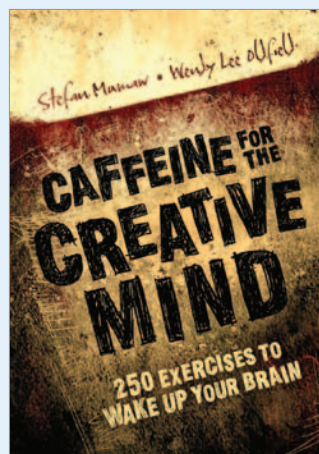
BY STEFAN MUMAW AND WENDY LEE OLDFIELD
(How Books 2006)

A steamy cup of coffee jolts many people out of the energy doldrums. But what can you use to restart your creative energy?

Get a needed boost for your creativity by dipping into any of the 250 brain-stretching exercises in *Caffeine for the Creative Mind*.

Anyone battling a foggy brain will benefit from the wake-up call of these brief, fun challenges that are intended to evoke creative responses.

Item 29029C / Softcover / \$16.95 / **\$16.95**



Copyeditor's Guide to Substance and Style

(EEI Press 2006)

Item 28213C / Softcover / \$29.95 / **\$29.95**

Weathering the Storm

Protecting Your Brand in the Worst of Times

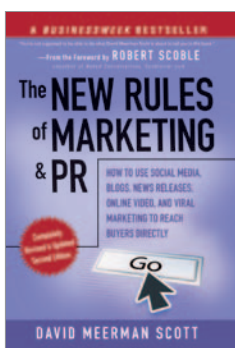
BY CHRISTOPHER SIMPSON

(CASE 2007)



This book offers a step-by-step approach to creating a crisis plan that can prepare your institution to withstand a media assault when times get tough.

Item 29202C / Softcover / \$59.95 / **\$41.95**



The New Rules of Marketing and PR

How to Use Social Media, Blogs, News Releases, Online Video, and Viral Marketing to Reach Buyers Directly

2ND EDITION

BY DAVID MEERMAN SCOTT

(Wiley 2010)

Get all the hottest inside tips on the very latest winning tools and techniques so you can confidently market any product, service or idea. You'll soon be publishing powerful and effective information on the Web, reaching your buyers directly and saving big on your budget.

Item 28923C / Softcover / \$19.95 / ~~\$19.95~~

Pitch Perfect

Communicating with Traditional and Social Media for Scholars, Researchers, and Academic Leaders

BY WILLIAM TYSON

(Stylus 2010)

This book offers practical advice to academic leaders, scholars and researchers who want to communicate their institution's information and ideas to a wider public.

Learn how to be heard in today's 24-hour news cycle and get your message across in an environment where blogs and Twitter vie with traditional media. Includes lists of key media outlets in North America, Australia and the U.K.

Item 29019C / Softcover / \$19.95 / ~~\$19.95~~



Public Relations and the Presidency

Strategies and Tactics for Effective Communications

EDITED BY JOHN E. ROSS

AND CAROL P. HALSTEAD

(CASE 2001)

Get timeless advice from more than 60 contributors. This book outlines key issues facing higher education and pinpoints the role of public relations in addressing those concerns.

Item 28146C / Spiral bound / \$51.95 / ~~\$36.95~~

Media Relations

Selected Chapters from the *Handbook of Institutional Advancement*

(CASE 2004)

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On Deadline

Managing Media Relations

4TH EDITION

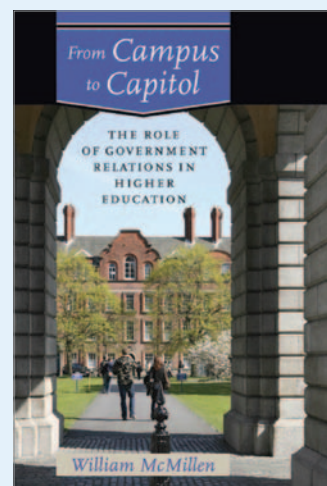
BY CAROLE M. HOWARD

AND WILMA K. MATHEWS

(Waveland Press 2006)

Item 28236C / Softcover / \$28.95 / ~~\$28.95~~

NEW



From Campus to Capitol

The Role of Government Relations in Higher Education

BY WILLIAM MCMILLEN

(Johns Hopkins 2010)

William McMillen, vice president for government relations and chief of staff at the University of Toledo, examines ways in which government relations officers can most effectively work with a variety of political entities while working to ensure the best interests of their institutions.

McMillen draws on more than 30 years of experience to offer an insider's account of the challenges that government relations officers face both on and off campus.

Item 28929C / Hardcover / \$40.00 / ~~\$40.00~~

NEW



White Space Is Not Your Enemy

A Beginner's Guide to Communicating Visually Through Graphic, Web and Multimedia Design

BY KIM GOLOMBISKY AND REBECCA HAGEN
(Focal Press 2010)

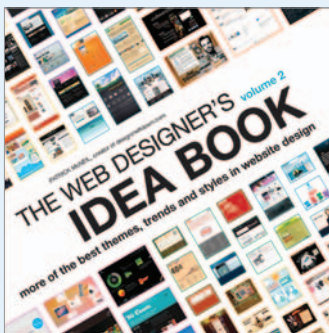
Anyone without an art background who has to create websites, brochures or any other piece of visual communication will find invaluable information in this engaging, conversational and beautifully illustrated introduction to design concepts and practices.

White Space Is Not Your Enemy is filled with practical graphic design and layout advice (including an entire chapter on the “works-every-time layout”). You’ll learn how to produce effective visual communications in a variety of formats, from web to print.

Topics include the elements and principles of design; typography; color; working with illustrations; multimedia components; output for the web and for print. The book’s website also offers interactive exercises and more examples.

Item 29025C / Softcover / \$39.95 / **\$39.95**

NEW



Web Designer's Idea Book, Vol. 2

Themes, Trends and Styles in Website Design

BY PATRICK MCNEIL
(F&W Media 2010)

Find inspiration for your work in this organized overview of what’s happening now on the web. *The Web Designer's Idea Book, Vol. 2*, looks at more than 650 websites and groups them thematically according to type, design elements, styles and themes, structural styles and structural elements. Succinct commentary accompanies each set of websites.

The book includes a chapter on basic design principles and how they can be applied online.

Item 29028C / Softcover / \$30.00 / **\$30.00**

ONLINE SPEAKER SERIES MULTIMEDIA FILES

100 College Online Magazines

Issues and Answers
(CASE 2009)

Item 33109C / \$175.00 / **\$130.00 NEW PRICE**

Best Practices for Branding and Maintaining a University's Presence on Facebook and Other Social Networks

(CASE 2011)

Item 33157C / \$365.00 / **\$275.00**

The Big Branding Idea

(CASE 2011)

Item 33159C / \$365.00 / **\$275.00**

Bringing Your Story to Life

(CASE 2010)

Item 33132C / \$175.00 / **\$130.00 NEW PRICE**

Campus-to-go

Leveraging the New Mobility
(CASE 2011)

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Uncovering and Validating a Hidden Profession
(CASE 2010)

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Content Strategy

20 Tips for Powerful, Story-Driven Branding and Communications
(CASE 2011)

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Grassroots Approaches to Increasing Alumni and Staff Engagement and Giving at HBCUs

(CASE 2010)

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Listen and Watch Closely

The Effective Use of Social Media for Student Recruitment
(CASE 2009)

Item 33105C / \$175.00 / **\$130.00 NEW PRICE**

Mini-Campaigns: Creating a Rally Cry for Student Support

(CASE 2010)

Item 33129C / \$175.00 / **\$130.00 NEW PRICE**

Storytelling: Tapping the Power of Narrative (2011)

(CASE 2011)

Item 33144C / \$365.00 / **\$275.00**



The Real U
 Building Brands That Resonate with Students, Faculty, Staff, and Donors
 BY ROBERT M. MOORE
 (CASE 2010)

Your institution has a brand story, and that story should be believable and compelling. But what if your school's brand isn't strong, focused and valued? Does it matter? Can that be changed?

Yes, and yes, answers author Robert M. Moore. The book presents the theory and application of branding principles in a higher education context and incorporates case studies from colleges and universities. Sidebars—from marketing and communications professionals in academe, corporate and consumer branding experts and marketing professors—provide additional perspective.

Item 29702C / Softcover / \$54.95 / **\$38.95**

Competing for Students, Money, and Reputation
 Marketing the Academy in the 21st Century

BY LARRY D. LAUER
 (CASE 2002)

Integrated marketing is one of the most powerful concepts in education today. Learn how to integrate marketing activities throughout your institution to ensure that you survive—and thrive—in an increasingly competitive environment.

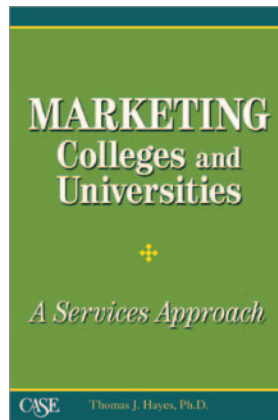
Item 28174C / Softcover / \$59.95 / **\$41.95**

Marketing Colleges and Universities
 A Services Approach

BY THOMAS J. HAYES
 (CASE 2009)

In this reconsideration of higher education marketing, Thomas J. Hayes writes that colleges and universities must learn how to compete successfully in today's service economy. Hayes identifies what it takes to provide quality service at your college or university and tells why superior service must be the foundation of your institution's marketing program. This book will help you address the crucial question "What do students want?"

Item 28347C / Softcover / \$56.95 / **\$39.95**



Building Brand Momentum
 Strategies for Achieving Critical Mass

BY ROBERT A. SEVIER
 (Strategy Publishing 2008)

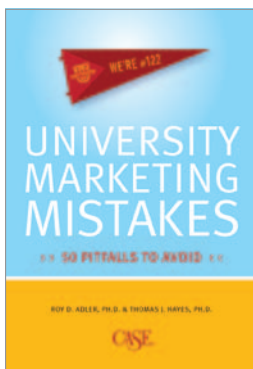


Item 28242C / Softcover / \$39.95 / **\$39.95**

An Integrated Marketing Workbook for Colleges and Universities

BY ROBERT A. SEVIER
 (Strategy Publishing 2003)

Item 28241C / Softcover / \$39.95 / **\$39.95**



University Marketing Mistakes
 50 Pitfalls to Avoid

BY ROY D. ADLER AND THOMAS J. HAYES
 (CASE 2008)

Fifty real cases from real institutions illustrate marketing mistakes to avoid. Each case is followed by a marketing lesson: an analysis and steps to fix the problem.

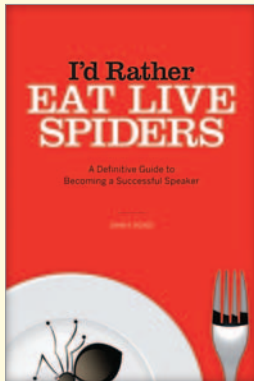
Item 28348C / Softcover / \$27.95 / **\$19.95**

Integrated Marketing Communication
 A Practical Guide to Developing Comprehensive Communication Strategies

EDITED BY ROBERT A. SEVIER
 AND ROBERT E. JOHNSON
 (CASE 1999)

Item 28136C / Softcover / \$72.95 / **\$50.95**

NEW



I'd Rather Eat Live Spiders

A Definitive Guide to Becoming a Successful Speaker

BY JOHN A. FEUDO
(CASE 2011)

You've got butterflies in your stomach, the cat's got your tongue and you'd rather eat live spiders than speak in front of a group of people—or even a few colleagues—or into the phone during an

interview. But it doesn't have to be that way.

In *I'd Rather Eat Live Spiders: A Definitive Guide to Becoming a Successful Speaker*, award-winning author and noted public speaker John Feudo offers a wealth of concrete advice on how to become a better speaker and listener.

"Success in advancement can be directly attributed to our ability to communicate effectively. Whether we're making an ask, inspiring an alumni audience or meeting with campus colleagues, developing strong speaking and listening skills is absolutely essential," says Feudo.

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Item 29706EC / Book (PDF) / \$27.95 / **\$19.95**

BONUS CHAPTER, especially for advancement professionals
"Advancing Advancement Through Effective Communication"

Item 29706F / Chapter (PDF) / \$12.95 / **\$7.95**



Learning to Love the Politics

How to Develop Institutional Support for Advancement

BY LARRY D. LAUER
(CASE 2010)

Get practical, seasoned advice on how to incorporate politics as another skill in your professional toolkit and how to use political tools to promote advancement on campus. Lauer shows how a savvy professional can manage an advancement career and deal with the institutional and academic politics that goes with the job.

Item 29704C / Softcover / \$51.95 / **\$36.95**

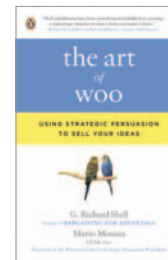


Advancing Higher Education in Uncertain Times

BY LARRY D. LAUER
(CASE 2006)

Fundamental changes coming to higher education will move advancement professionals front and center at their institutions. Learn about the ways that institutions need to retool for the future and the consequences for advancement professionals.

Item 28360C / Softcover / \$51.95 / **\$36.95**



The Art of Woo

Using Strategic Persuasion to Sell Your Ideas

BY G. RICHARD SHELL
AND MARIO MOUSSA
(Penguin 2007)

WOO (Winning Others Over) is the ability to persuade people using relationship-based, emotionally intelligent influence. Whether you are introverted or extroverted, competitive or collaborative, this book will strengthen your persuasion skills in every aspect of life.

Item 29011C / Softcover / \$16.00 / **\$16.00**

New Strategies for Educational Fund Raising

EDITED BY MICHAEL J. WORTH
(ACE / Praeger 2002)

Item 28190C / Hardcover / \$65.00 / **\$65.00**

Benchmarking for Nonprofits

How to Measure, Manage, and Improve Performance

BY JASON SAUL
(Fieldstone Alliance 2004)

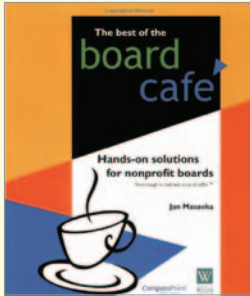
Item 28275C / Softcover / \$34.95 / **\$34.95**

Handbook of Institutional Advancement

3RD EDITION
EDITED BY PETER MCE. BUCHANAN
(CASE 2000)

Item 28134HC / Hardcover / \$111.95 / **\$78.95**

NEW



The Best of the Board Café

Hands-on Solutions for Nonprofit Boards

2ND EDITION

BY JAN MASAOKA
(Fieldstone Alliance 2009)

This collection of most-requested articles from

CompassPoint's "Board Café" online newsletter is essential reading for busy board members of nonprofits and the staff members who work with them. Now updated with new essays that are "short enough to read over a cup of coffee," this book offers insights on board, committee and officer responsibilities, board structure, executive directors, fundraising, finance and more.

The Best of the Board Café will be a valuable quick-reference guide for staff and boards of institutionally related foundations and alumni associations.

Item 28926C / Softcover / \$35.95 / **\$35.95**

Advancing Small Colleges Strategies and Success

EDITED BY WESLEY K. WILLMER
(CASE 2007)

Analyzes and examines data from a survey of nearly 300 Council of Independent Colleges members. You will also receive a print copy of *Advancing Small Colleges: A Benchmarking Survey Update*, which looks at the results of the most recent CASE/CIC survey.

Item 28343C / Softcover (book and update) / \$66.95 / **\$46.95**

UPDATE ONLY

Item 28340C / Softcover / \$49.95 / **\$34.95**
Item 28342C / Book (PDF file) / \$49.95 / **\$34.95**

Strategic Planning in Higher Education

Theory and Practice
BY ROBERT A. SEVIER
(CASE 2000)

Item 28157C / Spiral bound / \$73.95 / **\$51.95**

A Dynamic Foundation for Fundraising

A Guide to Organizing or Reorganizing an Institutionally Related Foundation

BY JOSEPH F. PHELAN
(CASE 2004)

With worksheets, exhibits, and documents from an existing institutionally related foundation as samples, this book provides detailed instructions and proven practices about every stage of the foundation organizing process.

Item 28209C / Softcover / \$66.95 / **\$46.95**

ONLINE SPEAKER SERIES MULTIMEDIA FILES

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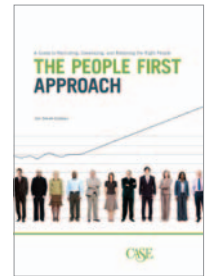
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Raising \$1000 Gifts by Mail, 5

DIVERSITY

Bringing African-Americans into Institutional Giving, 7
Charitable Decision Making for Married Couples, 7
Cultivating Diversity in Fundraising, 6
Engaging Diverse Populations, 7
Fund Raising from Black-College Alumni: Successful Strategies for Supporting Alma Mater, 6
Gender Matters: The How and Why of Cultivating Women Donors, 7
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Key Decisions: Women and Estate Planning, 7
Women and Philanthropy: Boldly Shaping a Better World, 7
Women and Philanthropy—Values, Vision, Voice, 7

DONOR RELATIONS AND STEWARDSHIP

The 11 Questions Every Donor Asks and the Answers All Donors Crave: How You Can Inspire Someone to Give Generously, 1
The Age of Stewardship, 11
Donor Relations: The Essential Guide to Stewardship Policies, Procedures, and Protocol, 11
Increasing Grateful Patient Giving Through Physician Partnerships, 4
Integrating Relationship-Based Fundraising Across Your Institution, 4
Intentional Stewardship: Bringing Your Donors to Their Highest Level of Philanthropy, 11
Over Goal! What You Must Know to Excel at Fundraising Today, 8
The Seven Faces of Philanthropy, 8

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FACULTY

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Attracting and Retaining Good Staff, 19
The New Advancement Team: Strategies, Ideas, and Practices, 19
The People First Approach: A Guide to Recruiting, Developing, and Retaining the Right People, 19

INDEPENDENT SCHOOLS

Independent School Advancement Series, 10
International Alumni Relations and Independent Schools, 12
The NAIS Handbook on Marketing Independent Schools, 10
Philanthropy at Independent Schools, 10
Preparing for the Independent School Endowment Campaign, 10
Social Network Primer: Making Effective Use of Social Webs for Independent School Advancement, 10

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More Innovations in Annual Giving: Ten Global Departures That Worked, 6

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Advancing Higher Education in Uncertain Times, 18

MAJOR GIFTS

See *also* Data Mining; Prospect Research
Balancing the Art and Science of Major Gift Development, 4
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Major Gifts in 2011 and Beyond, 11
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An Integrated Marketing Workbook for Colleges and Universities, 17
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The NAIS Handbook on Marketing Independent Schools, 10
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 Campus-to-go: Leveraging the New Mobility, 16
 The Elements of Internet Style: The New Rules of Creating Valuable Content for Today's Readers, 14
 Staying Connected: 100 Alumni Web Pages, 12
 Web Designer's Idea Book, Vol. 2: Themes, Trends and Styles in Website Design, 16
 White Space Is Not Your Enemy: A Beginner's Guide to Communicating Visually Through Graphic, Web and Multimedia Design, 16

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The Implications of Social Media Information for Fundraising and Prospect Research, 11
 Innovations in Annual Giving 3.0: The Online Annual Fund, 4

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The Art of Planned Giving: Understanding Donors and the Culture of Giving, 8
 Classic CURRENTS: Planned Giving, 8
 Gift Planning in 2011 and Beyond, 11
 How to Raise Planned Gifts by Mail, 5
 Key Decisions: Women and Estate Planning, 7
 Planned Giving Simplified: The Gift, the Giver, and the Gift Planner, 8

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 Presidential Inaugurations: Planning for More than Pomp and Circumstance, 13
 Public Relations and the Presidency: Strategies and Tactics for Effective Communications, 15

PROPOSAL WRITING

Thank You for Submitting Your Proposal: A Foundation Director Reveals What Happens Next, 9
 Writing Grant Proposals That Win, 8

PROSPECT RESEARCH

See *also* Data Mining; Major Gifts; Online Solicitation and Giving
 A Kaleidoscope of Prospect Development: The Shapes and Shades of Major Donor Prospecting, 11
 Major Donors: Finding Big Gifts in Your Database and Online, 11
 The Prospect Pipeline—Or, How to Make Friends Efficiently, 11

PUBLIC RELATIONS

See *also* Communications; Media Relations
 Community Relations: Uncovering and Validating a Hidden Profession, 16
 The New Rules of Marketing and PR: How to Use Social Media, Blogs, News Releases, Online Video, and Viral Marketing to Reach Buyers Directly, 15
 Pitch Perfect: Communicating with Traditional and Social Media for Scholars, Researchers, and Academic Leaders, 15
 Public Relations and the Presidency: Strategies and Tactics for Effective Communications, 15

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Advancing Small Colleges: A Benchmarking Survey Update, 19
 Advancing Small Colleges: Strategies and Success, 19

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 Leveraging Social Media to Transform Alumni Communications, 12
 The New Rules of Marketing and PR: How to Use Social Media, Blogs, News Releases, Online Video, and Viral Marketing to Reach Buyers Directly, 15
 Pitch Perfect: Communicating with Traditional and Social Media for Scholars, Researchers, and Academic Leaders, 15
 Social Network Primer: Making Effective Use of Social Webs for Independent School Advancement, 10

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The 11 Questions Every Donor Asks and the Answers All Donors Crave: How You Can Inspire Someone to Give Generously, 1
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 Presidential Inaugurations: Planning for More than Pomp and Circumstance, 13
 Special Events: Planning for Success, 13

STEWARDSHIP

See Donor Relations and Stewardship

STRATEGIC PLANNING

New Strategies for Educational Fund Raising, 18
 Strategic Planning in Higher Education: Theory and Practice, 19

STUDENT RECRUITMENT

Listen and Watch Closely: The Effective Use of Social Media for Student Recruitment, 16
 Marketing, Recruiting, and Financial Aid Strategies for Educational Institutions, 19

UNIT DEVELOPMENT

The Unit Development Officer's Handbook, 8

VOLUNTEERS

See *also* Boards; Solicitation and the Ask
 Recruiting and Training Fundraising Volunteers, 5
 Winning Words: A Volunteer's Guide to Asking for Major Gifts, 7

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 Content Strategy: 20 Tips for Powerful, Story-Driven Branding and Communications, 16
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 The Elements of Internet Style: The New Rules of Creating Valuable Content for Today's Readers, 14
 The Great Grammar Challenge, 14
 How to Write for Development, 5
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