



# Nonprofit Essentials: Endowment Building

*Diana S. Newman*

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**Nonprofit Essentials: Endowment Building** Diana S. Newman  
Praise for Endowment Building

"This comprehensive work shows how endowments can provide multiple opportunities for donor involvement when the solicitation program is well designed and integrated with other fund development and program goals. Emphasizing the critical ethical issues inherent in marketing and structuring endowment gifts, it is an excellent reference manual and training guide."

--Joanne Scanlan, PhD, Senior Vice President for Professional Development Council on Foundations, Washington, D.C.

"Endowment Building provides both practical, hands-on advice and a philosophical, inspirational framework to guide novice and experienced mission-based organizations. Given the demographic opportunities and challenges facing the nonprofit world, this book is a must-read."

--Nancy Herrold Strapp, Executive Vice President and Chief Development Officer Buckhorn Children & Family Services, Louisville, Kentucky

"A comprehensive guide on how to start, grow, and maintain an endowment. It shows how to put theory into practice with numerous real-life examples and success stories."

--Joe Bull, Director of Planned Giving, The Ohio State University, Columbus, Ohio

"After you read this book, you will know what to do and how to do it. It is a wonderful tool for new and emerging community foundations!"

--Kay M. Marquet, President and CEO, Community Foundation Sonoma County, California

"Endowment Building is an insightful, succinct, easy-to-read resource on building successful endowment programs. It's a well-organized guide containing practical suggestions and reminders of things development professionals know but some-times forget."

--Jeff W. Smith, Vice President and Trust Counsel, Baptist Foundation of Texas, Dallas

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