



Books for Serious Marketers and Fundraisers

Mal Warwick

Riane Eisler, "The Real Wealth of Nations: Creating a Caring Economics"

John Wood, *Leaving Microsoft to Change the World: An Entrepreneur's Odyssey to Educate the World's Children*

C.K. Prahalad, *The Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits*

Chris Anderson, *The Long Tail: Why the Future of Business is Selling Less of More*

Nicholas P. Sullivan, *You Can Hear Me Now: How Microloans and Cell Phones Are Connecting the World's Poor to the Global Economy*

Dan Heath and Chris Heath, *Made to Stick: Why Some Ideas Survive and Others Die*

Emanuel Rosen, *The Anatomy of Buzz*

Mal Warwick and Ben Cohen, *Values-Driven Business: How to Change the World, Make Money, and Have Fun*

Karen Taggart, Care2

B. Joseph Pine and James H. Gilmore, *The Experience Economy: Work Is Theater & Every Business a Stage*

Les Kaye, *Zen at Work*

John Battelle, *The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture*

Paul H. Phd Ray and Sherry Ruth Anderson, *The Cultural Creatives: How 50 Million People Are Changing the World*

Gerald A. Michaelson and Steven Michaelson, *Sun Tzu Strategies for Selling: How to Use The Art of War to Build Lifelong Customer Relationships*

Laura Quilici, David Suzuki Foundation

Malcolm Gladwell, *Blink*

Peter Brinckerhoff, *Mission-Based Management*

Stephen Covey, *7 Habits of Highly Effective People*

Stephen Covey, *Principle Based Leadership*

Seth Godin, any of his books, but especially *Purple Cow*

Peter Drucker, *Shaping the Managerial Mind*

John Carver, *Boards That Make a Difference*

E.B. Knauft, Renee A. Berger, and Sandra T. Gray, *Profiles of Excellence: Achieving Success in the Nonprofit Sector*

Lane Brooks

Bart Sayle and Surinder Kumar, *Riding the Blue Train: A Leadership Plan for Explosive Growth*

A business book that will help you become a better manager of people – both staff and volunteers. The section on giving criticism and performance reviews is worth the whole book.

Jim Collins, *Good to Great*

A book to help you make sure that your organization is truly making a difference, and therefore, truly worthy of increased support.

Ray Grigg, *The New Lao Tzu: A Contemporary Tao Te Ching*

Not business related you say? "Why are poor people hungry? Because their poverty is not the concern of rich people." Please state the case better than that. Every page has great, timeless observations and advice.

Cliff Atkinson, *Beyond Bullet Points*

This is a very different way to think about power point presentations that can actually make yours both interesting and effective. This is not a "how to make the bullet prettier" kind of book, but rather a book that forces you to structure and build your argument in a way that will sell it.

Jerold Panas, *Mega Gifts*

A classic ... nothing better that specifically addresses fundraising.

Soren Jensen, Sabathani Community Center

Jim Collins, *Good to Great*

A must-read for all leaders, non-profit or otherwise.

Jim Collins, *Good to Great for the Social Sectors: A Monograph to Accompany Good to Great*

Argues that nonprofits should NOT be more like businesses (hello Enron and WorldCom) – they should use time-tested strategies that build great organizations.

Marcus Buckingham and Curt Coffman, *First, Break All the Rules: What the World's Greatest Managers Do Differently*

THE book on how to manage and retain employees. But no matter what the Gallup Group says, the question about having "a best friend at work" is odd. (How about having friends at work or a friendly work environment?)

Larry Bossidy, Ram Charan, and Charles Burck, *Execution: The Discipline of Getting Things Done*
Strategic plans mean nothing if organizations can't implement them. (How many strategic plans gather dust on nonprofit leader's shelves?)

Mike Hudson, *Managing at the Leading Edge: New Challenges in Managing Nonprofit Organizations*
Terrific book on modern tactics used by successful nonprofit organizations, written from an outsider's perspective.

Christine Letts, William Ryan, and Allan Grossman, *High Performance Nonprofit Organizations: Managing Upstream for Greater Success*
Excellent book on nonprofit capacity building.

Paul Niven, *Balanced Scorecard: Step-by-step for government and nonprofit agencies*
Financial metrics are just one way to measure success, and they only point backward.

Paul Light, *Pathways to Nonprofit Excellence*
All nonprofit leaders should be familiar with Light's work.

Paul Light, *Sustaining Nonprofit Excellence: The Case for Capacity Building and the Evidence to Support It*

Lee Bolman and Terrence Deal, *Reframing Organizations: Artistry, Choice, and Leadership*
A great textbook on organizational development and management. Essential reading for managers and leaders who seek organizational change.

Lisa Sargent, Sargent Communications

Chip and Dan Heath, *Made to Stick*

Ken Burnett, *Zen of Fundraising*

Denny Hatch, *Method Marketing*

Seth Godin, *Permission Marketing*

John Caples, *Tested Advertising Methods*

Penelope Burk, *Donor-Centered Fundraising*

Mal Warwick, *How to Write Successful Fundraising Letters*

Mal Warwick, *The Mercifully Brief Real World Guide to Raising \$1,000 Gifts by Mail*

Tom Ahern, *Raising More Money with Newsletters than You Ever Thought Possible*

Herschell Gordon Lewis, *Hot Appeals or Burnt Offerings*

Robert Bly, *The Copywriter's Handbook*

Ken Burnett, *Relationship Fundraising*

Harvey McKinnon, *Hidden Gold*

Bernard Ross and Clare Segal, *Breakthrough Thinking*

Robert Cialdini, *Influence: the Psychology of Persuasion*

Barbara G. Ellis, PhD, *The Copy-Editing and Headline Book*

Colin Wheildon, *Type & Layout: Are You Communicating or Just Making Pretty Shapes?*

Tom Belford, *The Agitator*

Deliberately, I've avoided "how to" books, though many of the following indeed offer practical advice. Instead, these are books to read if you want to get "under the hood" for insights into how individuals think, process and respond to ideas, propagate ideas ... and the challenging social and technological environment in which all this happens.

Seth Godin, *Permission Marketing*, and *Unleashing the Ideavirus*

Much of Godin boils down to: 1) be different and bold, 2) don't try to please everyone, 3) respect and serve your customer (donor)

Chris Anderson, *The Long Tail*

How products (and ideas) without instant mass appeal can thrive online because the Internet throws such a huge and enduring net

Dan Gillmor, *We the Media*

Stimulating look at how new communications technologies and ubiquity of connectedness are changing social interaction and mobilization

Howard Rheingold, *Smart Mobs*

Same themes as Gillmor developed further

Malcolm Gladwell, *Blink*, and *The Tipping Point*

The first explains how you form opinions before you think; the second explain how ideas take off

Jack Trout, *Differentiate or Die*

The title says it all ... it's survival of the fittest in a competitive marketplace

Al Ries and Jack Trout, *Positioning*

If you believe it's important for your brand (organization) to be different, here are pointers for getting the job done

David Brooks, *Bobos in Paradise*, and *On Paradise Drive*

Even if you don't always agree, you'll be challenged and highly entertained by Brooks' views on what makes American society tick

Frederick Reichheld, *The Loyalty Effect*

The classic work establishing that some customers (and donors) are far more valuable than others, and why

Ed Keller and John Berry, *The Influentials*

About 10% of Americans call the shots when it comes to setting the consumer, cultural and political direction of the country ... here's who they are

Antonio Demasio, *Descartes' Error*, and *Looking for Spinoza*, and *The Feeling of What Happens*

If you REALLY want to get inside the mind of your donor, these books will help you understand the latest research on brain functioning

Martha Barletta, *Marketing to Women*

Comprehensive review of the market power of women, and what it takes to move them (us)

Howard Gardner, *Changing Minds*

Insights from a leading psychologist on the arts of persuasion

David Ogilvy, *Ogilvy on Advertising*

Insights on creating effective advertising from one of the godfathers of the field

Roger Craver, *The Agitator*

Much of what we report and comment on in *The Agitator* involves trends, especially those in new media.

BUT...let's not forget that the ultimate marketing and fundraising success no matter what the media is rooted in a masterful understanding of the basic principles of sales and marketing. Fortunately, there's an immense body of knowledge that is as applicable today as it was 80, 60, 40 or even 20 years ago.

So, don't forget the "classics". Here are my favorites that I consider "must" reading.

***How to Write a Good Advertisement* by Vic Schwab** (Wilshire Book Company, 1962). A common-sense course in how to write advertising copy that gets people to buy your product or service –and by extension your organization's mission and campaigns, written by a plain-speaking veteran mail order copywriter in 1960.

Best part: 100 "archetypal" headlines that are just as relevant today as 45 years ago. new controls (e.g., "When Doctors Feel Rotten, This is What They Do").

***My First 50 Years in Advertising* by Max Sackheim** (Prentice-Hall, 1970). Another plain-speaking, common-sense guide that stresses salesmanship over creativity, and results over awards. The author was one of the originators of the Book of the Month Club.

Best part: The oversize format allows full-size reproductions (large enough for the copy to be legible) of many classic direct response ads (e.g., "They Thought I Was Crazy to Ship Live Maine Lobsters as Far as 1,800 Miles from the Ocean").

***Reality in Advertising* by Rosser Reeves** (Alfred A. Knopf, 1961). The book in which Reeves introduced the now-famous concept of USP (the Unique Selling Proposition).

Best part: The idea that every successful ad must (a) offer a benefit, (b) the benefit must differentiate your product from the competition, and (c) the benefit must be big enough to motivate buyers to purchase your product instead of others. Fundraisers and cause marketers take note!

***Tested Advertising Methods, Fifth Edition* by John Caples**, revised by Fred Hahn (Prentice-Hall, 1997). An updated version of John Caples' classic book on the principles of persuasion as proven through A/B split tests. If the folks handling your new media haven't read this, fire 'em.

Best part: The A/B split headline tests with the results (e.g., for an air conditioner, "How to have a cool, quiet bedroom – even on hot nights" pulled 2 ½ times the response of "Get rid of that humidity with a new room cooler that also dries the air").

Confessions of an Advertising Man by **David Ogilvy** (Atheneum). Charming autobiography of legendary ad man David Ogilvy, packed with useful advice on how to create effective advertising. Co-Agitator Tom Belford has also chosen this classic.

Best part: Chapter 6 on “How to Write Potent Copy.”

Scientific Advertising by **Claude Hopkins** (Bell Publishing, 1920). This 87 year-old book is the classic on the philosophy that advertising’s purpose is to sell, not entertain or win creative awards – and how to apply this philosophy to create winning ads—and landing pages, and e-mail subject lines, and...and...

Best part: Hopkins’ observation that “specifics sell; superlatives roll off the human understanding like water off a duck’s back.”

Method Marketing by **Denny Hatch** (Bonus Books, 1999). From one of the most incisive, insightful, no-nonsense “agitators” in the world of sales and marketing, this book shows you how to write successful direct response copy by putting yourself in the customer’s (read “donor” and “prospect’s” shoes. Packed with case histories of modern direct response success stories.

Best part: The introduction of the concept of method marketing, which states: “You cannot write copy without getting inside the head of the person to whom you are communicating and *becoming that person.*”

While you’re at it, also check out Denny’s ***Million Dollar Mailings*** (Libey Publishing, 1992) a case history with full examples of some of the most powerful direct mail campaigns ever. Again, the lessons here can and should be applied by anyone seeking to motivate donors to action no matter what the medium.

Eighy-six Tutorials on Creating Fundraising Letters and Packages by **Jerry Huntsinger** (Emerson Publishers, 2000.) Virtually everything you learn from this direct mail master applies today – whether in the mail, on the phone, or over the internet. Clear and direct guidance on how to really create a winning fundraising message.

Best part: 87 concrete chapters of “how to” based on proven experience. A chapter a day for the next three months will put you in the “winners” column for sure.

P.S.

In making certain that the advertising, marketing and messaging classics were covered I almost overlooked the great ***fundraising classic***. Written in 1966 by **Harold J. ‘Si’ Seymour**, a dean of modern, organized fundraising, particularly the capital campaign.

Designs for Fundraising: Principles. Patterns. Techniques (McGraw-Hill, 1966) has been through many editions since then. Not a word has been changed from the original text. Why? Si knew his stuff. He began his fundraising career with the Harvard Endowment Campaign in 1919. Over the next five decades, the non-profit world benefited from his unpretentious, tell-it-like-it-is style.

Every fundraiser who’s curious about the origins of our trade and its history should get Si’s book, read it, and have it readily accessible on your bookshelf for frequent reference.

Happy reading. And don’t forget to send us your suggestions
so we can share ‘em with other readers of The Agitator.

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