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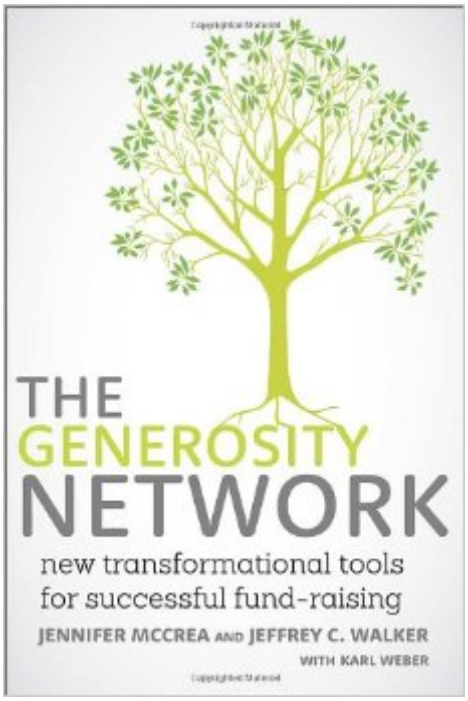
The Generosity Network: New Transformational Tools For Successful Fund-Raising



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Synopsis

The Generosity NetworkÂ is the essential guide to the art of activating resources of every kind behind any worthy cause.Â Philanthropist Jeff Walker and fund-raising expert Jennifer McCreaÂ offer a fresh new perspective that can make the toughest challenges of nonprofit management and development less stressful, more rewardingâ ”and even fun. Â Â Â

OK. Let me be honest. I started on this journey pretty skeptically. As founder of a new nonprofit (Blue Engine) I was nervous about raising funds and didn't believe that these kinds of lessons could be taught in a conference, let alone a book. I was wrong, on both counts.The Generosity Network is a practical story, intuitive, sensible, and narratively compelling; it also, somehow, manages to signal an underlying philosophy about how we might live fuller lives. Yes, I just wrote that, with a straight face.The more I think about the lessons here, the more I realize that Jeff and Jennifer have crafted a handbook for how we might develop more real, authentic partnerships with one another, partnerships that keep meaning at the center of each and every encounter while exchanging multiple sources of value (energy, commitment, expertise, finances, fears, hopes...) in the process of building something big - something that could not become 'real' without both sides pitching in and getting neck-deep. This is the opposite of tin-cup supplicancy - it's about having fun, believing in the power of ideas, and coming together to make things happen.Am I biased? Big time. The ideas have changed how I think about / practice leadership at Blue Engine, including how I train my staff, how we think about growing our network of partners, and how I approach every new partnership. If you're in the early stages of building an org, this is a must read. If you're training your development and communications staff on how to become more effective in their jobs - buy this book for them. If you're a philanthropist looking to upend some of your expectations for why partnerships work vs. stall, this could (?) challenge your worldview.

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