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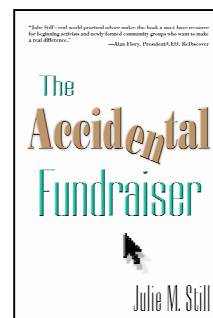
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The Accidental Fundraiser

New Book Offers Practical Advice to Novice Fundraisers

July 23 2007, Medford, New Jersey—Information Today, Inc. (ITI) has announced the publication of *The Accidental Fundraiser* by Julie M. Still.

Many nonprofit, charitable, and other small organizations need funding yet cannot afford to employ a full-time fundraiser, relying instead on volunteers or existing staff members to raise money. *The Accidental Fundraiser*, by author, librarian, and accidental fundraiser Julie M. Still, is a practical guide covering all aspects of fundraising for these types of situations. Still offers a wealth of advice that will help any individual regardless of previous experience become an effective fundraiser.

As a veteran of fundraising herself, Still refers to the role of an accidental fundraiser as someone who reallocates existing resources or creates the connections needed to get something done. “Many organizations use fundraising volunteers to staff the phones during phonathons or annual pledge drives, to stuff envelopes, or to approach specific people—but this is not what I would consider an accidental fundraiser,” Still asserts in the Introduction to the book. “An accidental fundraiser is more intricately involved in the entire process, often making plans or weighing decisions on how to proceed with specific project. A volunteer may play a variety of roles, but an accidental fundraiser wears a combination management fedora and workman’s cap.”

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The Accidental Fundraiser includes the following chapters:

1. Planning Your Role
2. Setting Organizational Goals
3. Divide and Expand
4. Matching Goals with Opportunities
5. Finding the Money
6. Making Friends and Forming Partnerships
7. Passive Fundraising
8. Tips and Advice for the Accidental Fundraiser

Additional features include a preface, an introduction, a bibliography featuring dozens of recommended books, articles, and Web sites, and an index.

Although the book is geared to meet the needs of individuals and organizations new to fundraising, seasoned veterans are likely to appreciate the book as well. “*The Accidental Fundraiser* is a perfect prerequisite for volunteer and novice fundraisers, but I also know many experienced professionals in the field who will benefit from Ms. Still’s wise perspective,” states Beth Gallagher, former Program Officer of the Pennsylvania Humanities Council.

Julie M. Still is a librarian and community activist. She has been active in fundraising for a number of organizations, including school, community, and environmental groups. Her published works (as author or editor) include *The Internet Library* (Meckler, 1994), *The Web Library* (Information Today, 1997), *Creating Web Accessible Databases* (Information Today, 2000), and *The Accidental Webmaster* (Information Today, 2003). She is a reference librarian at Paul Robeson Library at Rutgers University, Camden, NJ campus, where she designed the library’s first virtual tour and works with a variety of Web-based instructional tools.

The Accidental Fundraiser (176 pp/softbound/\$29.50/ISBN 978-1-57387-263-8) is published by Information Today, Inc. (ITI). It is available in bookstores and direct from the publisher by calling (800) 300-9868 [outside the U.S., call (609) 654-6266]; faxing (609) 654-4309; e-mailing custserv@infoday.com; or visiting the ITI Web site at www.infoday.com.

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