

Expert Opinion

Development Writer's Bibliography

[Ken Kempcke](#), Donor Relations Writer, University of Nevada

To stave off the dreaded writer's block, those of us charged with drafting articles, brochures, donor correspondence, newsletters, press releases, and other development materials rely upon resources full of practical advice. Here's a bibliography of resources that have helped me on my job as a development writer at the University of Nevada, Reno.

I am sure each writer will find some resources more useful than others. I would not recommend spending any money accumulating a library of these resources. Instead, I suggest taking advantage of your local interlibrary loan service for items to which you do not otherwise have access. Request, say, the first five items. When they arrive, photocopy or otherwise archive the material inside them that you find useful, return them, and then order the next five. By the time you have reviewed all of them, you should have accumulated a substantial and useful arsenal of language and other tools to assist you in your work!

Development Writer's Bibliography

Barbato, Joseph and Danielle Furlich. Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits. New York: Simon & Schuster, 2000.*

Belson, David. What to Say for Every Occasion: Model Speeches, Letters and Remarks. New York: MJF Books, 2002.*

Bennett, Roger. "Predicting the Lifetime Durations of Donors to Charities." Journal of Nonprofit & Public Sector Marketing. Vol. 15, Issue 1/2 (2006): 45-67.

Bly, Robert. Webster's New World Letter Writing Handbook. Indianapolis: Wiley, 2004.*

Browne, Kelly and Dorothea Johnson. 101 Ways to Say Thank You: Notes of Gratitude for All Occasions. New York: Sterling, 2008.

Burk, Penelope. Thanks! A Guide to Donor-Centred Fundraising. Burlington, Ont.: Burk & Associates, 2000.

De Vries, Mary Ann. The New American Handbook of Letter Writing and Other Forms of Correspondence. New York: Signet, 2000.*

Emmons, Robert A. and Michael E. McCullough. The Psychology of Gratitude. New York: Oxford University Press, 2004.

Goodman, Andy. Why Bad Ads Happen to Good Causes: And how to ensure they won't happen to yours. Denver: Cause Communications, 2002.

Goodwin, Gabrielle and David Macfarlane. Writing Thank-You Notes: Finding the Perfect Words. New York: Sterling, 1999.*

Hahn, Pamela Rice. The Everything Writing Well Book: Master the written word and communicate clearly. Avon, MA: Adams Media Corp., 2003.*

Hawley, Casey Fitts. Effective Letters for Every Occasion. Hauppauge, NY: Barron's, 2002

- Hitchcock, Stephen. Open Immediately: Straight Talk on Direct Mail Fundraising: What Works, What Doesn't and Why. Medfield, MA: Emerson & Church, 2004.
- Isaacs, Florence. Just a Note to Say...: The Perfect Words for Every Occasion. New York: Clarkson Potter, 2005.*
- Lamb, Sandra. How to Write It: A Complete Guide to Everything You'll Ever Write. Berkeley: Ten Speed Press, 2006.*
- Lewis, Herschell Gordon. Hot Appeals or Burnt Offerings: Do's and Don'ts for Twenty-First Century Fundraising. Chicago: Racom Communications, 2008.*
- Maggio, Rosalie. How to Say It: Choice Words, Phrases, Sentences and Paragraphs for Every Situation. Englewood Cliffs, NJ: Prentice Hall, 1990.*
- May, Debra Hart. Everyday Letters for Busy People: Hundreds of Samples You can Adapt at a Moment's Notice. Franklin Lakes, NJ: Career Press, 2004.*
- McGrath, Simon. "Giving Donors Good Reason to Give Again." The Journal of Nonprofit and Voluntary Sector Marketing. Vol. 2 (May 1997): 125-135.
- Morris, JacLynn and Paul L. Fair. From Me to You: The Reluctant Writer's Guide to Powerful, Personal Messages. Cincinnati: Writer's Digest Books, 2000.*
- Paskoff, Sharon. Easy Eloquence: Sample Thank You Notes and Sympathy Cards for Every Occasion. New York: Random House, 2007.*
- Proscio, Tony. Bad Words for Good: How Foundations Garble Their Message and Lose Their Audience. New York: The Edna McConnell Clark Foundation, 2001.
- . In Other Words: A Plea for Plain Speaking in Foundations. New York: The Edna McConnell Clark Foundation, 2000.
- . When Words Fail: How the Public Interest Becomes Neither Public Nor Interesting. New York: The Edna McConnell Clark Foundation, 2005.
- Sandler, Corey, and Janice Keefe. 1001 Letters for All Occasions: The Best Models for Every Business and Personal Need. Avon, MA: Adams Media, 2004.*
- Selsdon, Esther. Collins Complete Guide. Letter Writing: How to Get Results. Glasgow: HarperCollins, 2004.*
- Shepherd, Margaret. The Art of the Handwritten Note: A Guide to Reclaiming Civilized Communication. New York: Broadway Books, 2002.*
- Spizman, Robin F. The Thank You Book: Hundreds of Clever, Meaningful, and Purposeful Ways to Say Thank You. Atlanta: Longstreet, 2001.*
- Venolia, Jan. The Right Letter!: How to Communicate Effectively in a Busy World. Berkeley: 2004.*

*Editor's Note: Used copy of this book available for less than \$10 on-line.