

CAROLYN J. WHITEHEAD

FUNDRAISING LEADERSHIP

RESOURCES LIST

BOOKS

- *Achieving Excellence in Fund Raising* by Henry A. Rosso & Associates
- *The Seven Faces of Philanthropy* by Russ Alan Prince & Karen Maru File
- *Fundraising Mistakes that Bedevil* by Kay Sprinkel Grace
- *Managing the Big Picture in Colleges and Universities* by Richard L. Alfred
- *Fundraising Advice for College and University Presidents – An Insider’s Guide* by Rita Bornstein
- *Development for Academic Leaders* by Penelepe C. Hunt
- *Planned Giving Simplified* by Robert F. Sharpe
- *The Capital Campaign in Higher Education* by G. David Gearhart
- *A Board’s Guide to Comprehensive Campaigns* by Jake B. Schrum
- *The Chief Development Officer* by Ronald J. Schiller
- *The Unit Development Officer’s Handbook* by F.A. Hilenski
- *Making the Case for Leadership* by Jon Derek Croteau & Zachary A. Smith
- *A Contrarian’s Guide to Leadership* by Steven B. Sample
- *Lean In* by Sheryl Sandberg
- *The Advantage* by Patrick M. Lencioni
- *Shackleton’s Way* by Margot Morrell & Stephanie Capparell
- *Courage* by Gus Lee

ARTICLES

- *“So, You Want to be the VP”* by Dennis Barden from the Jan/Feb 2016 Issue of [Currents](#)
- *“Fundraising Planning: Taking a Longer Term Approach”* by Carolyn J. Whitehead featured Oct. 1, 2015 on [Higher Ed Impact](#)

STUDIES

[UnderDeveloped: A National Study of Challenges Facing Nonprofit Fundraising](#)