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Effective Fundraising for Nonprofits: Real-World Strategies That Work

By Ilona Bray

NOLO, United States, 2016. Paperback. Book Condition: New. 5th. 238 x 167 mm. Language: English . Brand New Book. Getting tax-exempt status for your nonprofit organization is just the first step toward succeeding in your mission -- ultimately, your nonprofit's effectiveness depends entirely on your ability to raise money. Effective Fundraising for Nonprofits will show you how. Featuring advice and stories from over 40 experienced fundraisers, foundation staffers, journalists, and more, this edition of Effective Fundraising for Nonprofits offers strategies for raising donations from individuals, companies, and institutions, and covers the tools and staff you'll need to get the job done. Find out how to: work with individual donors analyze the donor base plan special events solicit grants from foundations and corporations get media coverage use the Web to further fundraising goals start a side business to raise funds Best of all, Effective Fundraising for Nonprofits contains expert advice written in plain English, cutting out the jargon and consultant speak that's all too common in many nonprofit books. This easy-to-read book combines the author's legal and fundraising experience with advice and stories from over 50 experienced fundraisers. Offers practical guidance on all the forms of fundraising...



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