



The Everything Guide to Fundraising Book: From grassroots campaigns to corporate sponsorships --
All you need to support your cause; Capital campagins/ ... marketing / Special Events
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Adina Genn

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Thousands of nonprofit organizations, charities, political campaigns, causes, and groups rely on fundraising dollars to succeed. But competition for donations is stronger than ever. This guide teaches you how to set goals, create a plan, and tap into a financial goldmine of corporate and government endowments. It features timely information on how to: attract and work with volunteers; choose and organize campaigns and events; use corporate fundraisers to increase visibility; pitch to reluctant donors and sponsors; and more! This edition also includes completely new material on: Intranet sites to communicate with team members; cause marketing; social networking fundraising; and giving circles.



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