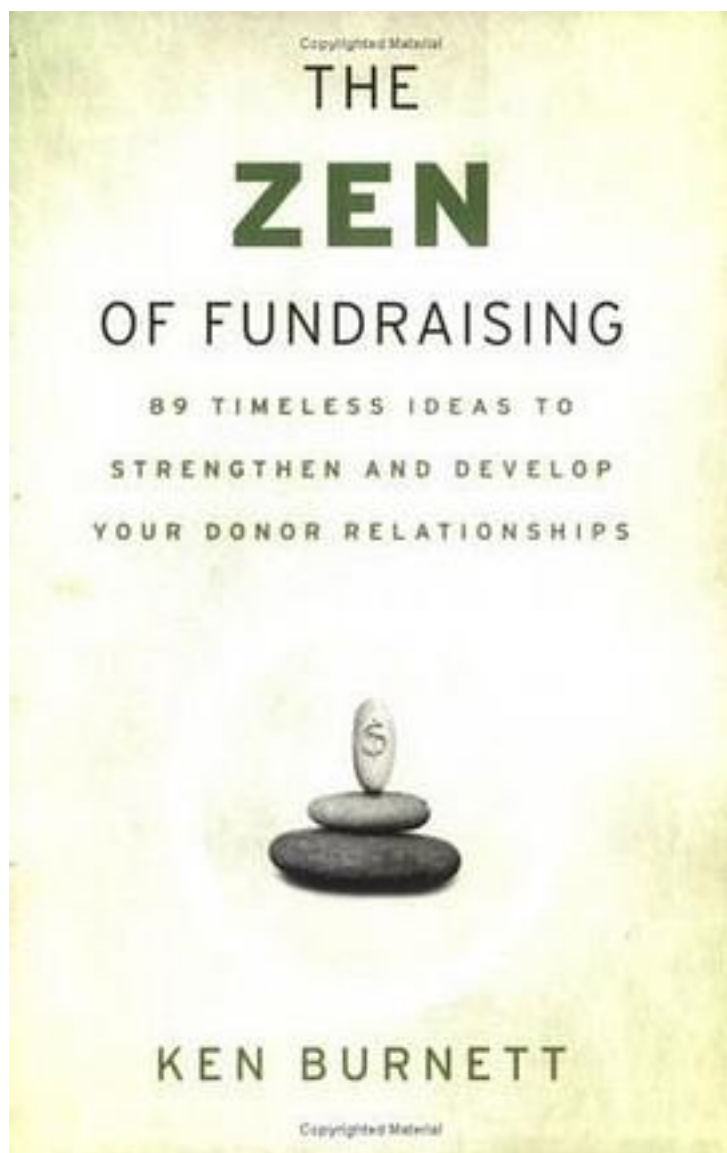


The Zen of Fundraising



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If all that has ever been said and written about the art and science of fundraising could be distilled down to just what really matters—what fundraisers everywhere need to know—there would be only a small number of true gems deserving of the description, “nuggets of information.”

Leading international fundraiser Ken Burnett, author of the classic Relationship Fundraising, has identified and defined 89 such nuggets which he presents here as The Zen of Fundraising, a fun read, one-of-a-kind look into what makes donors tick and–more importantly–what makes them give.

作者介绍:

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