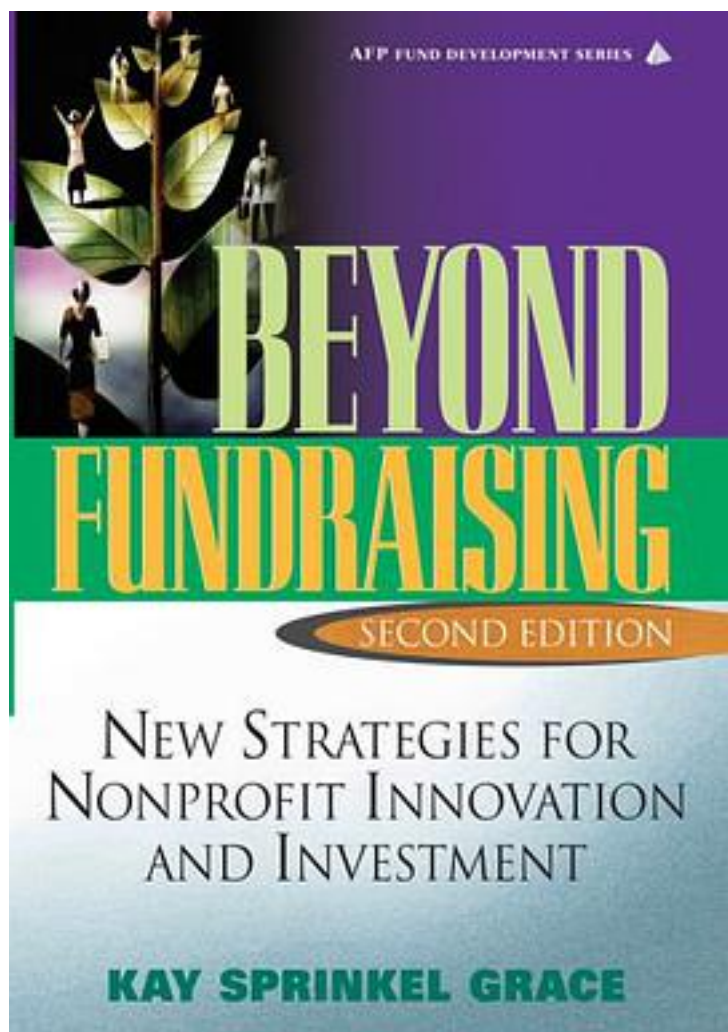


Beyond Fundraising



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在线阅读本书

Do you or your volunteers fear rejection or feel like a beggar when fundraising? Do you worry about soliciting donors too often? Are you tired of the relentless cycle of fundraising activities necessary to generate revenues for your programs?

Beyond Fundraising: New Strategies for Nonprofit Innovation and Investment, Second Edition dispels these concerns and helps you:

Learn how to position your organization in the community as a constructive, vital, and successful social investment

Develop an investor relationship with donors and engage their values-based commitment capacity to make a difference in their communities

In this revised and updated Second Edition, fundraising expert Kay Sprinkel Grace presents her internationally field-tested core beliefs, principles, and strategies for developing long-term relationships with donor-investors and volunteers. Share in the wisdom and experience that have helped countless nonprofit organizations grow their base of support and go beyond fundraising into true donor and fund development.

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