

Membership Development



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Written specifically for all those who are involved with membership programs, *Membership Development: An Action Plan for Results* provides all the tools you need to implement a membership program that will not only meet the needs of a nonprofit organization, but the organization's membership, and surrounding community. The authors offer a thorough examination of the "best practices" in the membership development arena.

作者介绍:

目录:

[Membership Development_下载链接1](#)

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