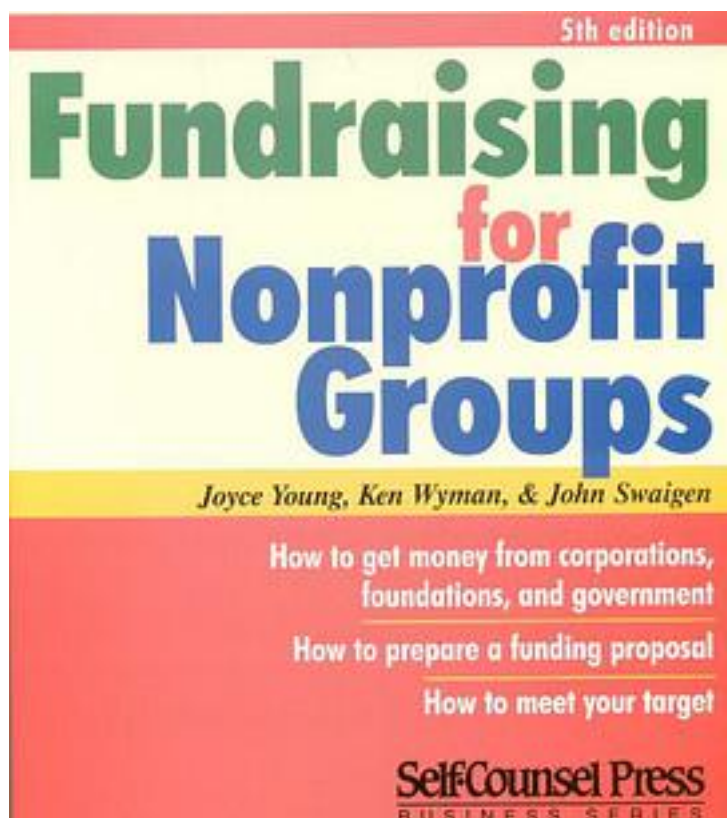


Fundraising for Non-Profit Groups



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Fundraising is the most essential, and the most difficult, task for any non-profit organization. If your non-profit group needs to raise between \$100,000 and \$5 million annually, this book can help you. Explaining in detail the process of fundraising, this comprehensive book has been recently expanded and updated to explore fundraising through telemarketing and to provide excellent strategies for procuring long-term corporate sponsorships. With new samples and examples, this book covers: --

Determining who to approach -- Motivating volunteers -- Developing a fundraising campaign.

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