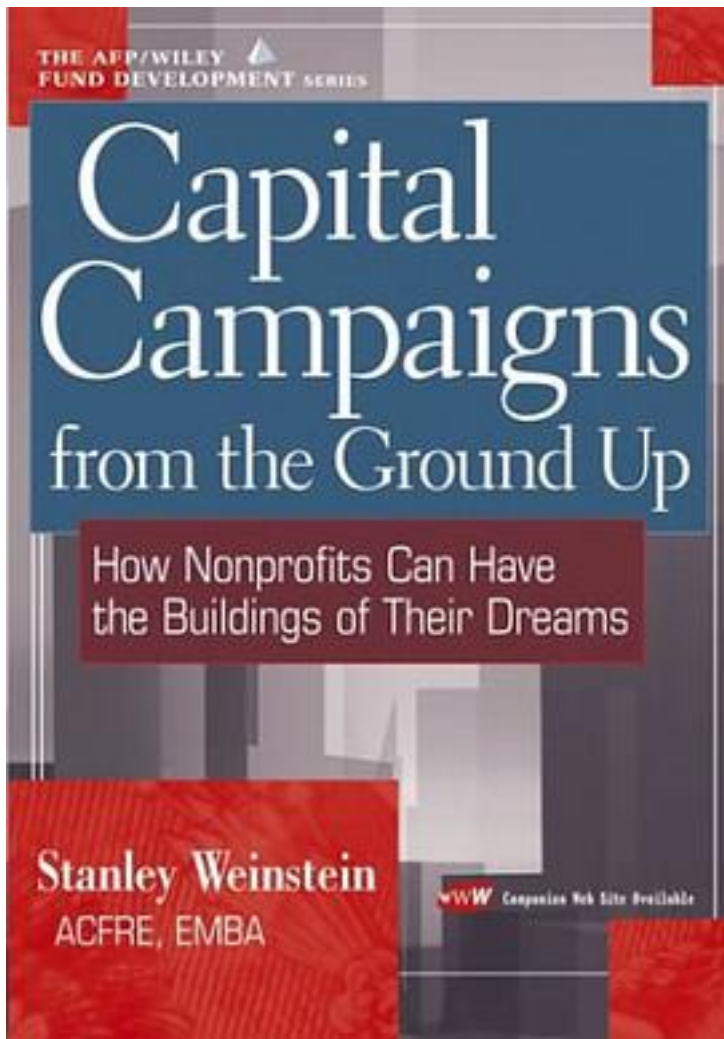


# Capital Campaigns from the Ground Up



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The nonprofit leader's complete source on setting, pursuing, and meeting building

campaign goals Here's the guidance you need to accomplish one of the most important steps in the growth of an organization: the campaign for funding and completing a significant building project. This book lays out a detailed road map for successfully managing all aspects of project realization. Moving easily from preparation to design to fundraising, Capital Campaigns from the Ground Up presents a comprehensive approach to coordinating these efforts. This practical, clearly written handbook will help you:

- \* Think strategically in the early preparation stage
- \* Balance building and fundraising concerns
- \* Build a committed team of volunteers, a cohesive board, and a solid donor base
- \* Make a strong case for support, utilize media resources, and communicate a clear mission
- \* Determine what has worked in past successful campaigns

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