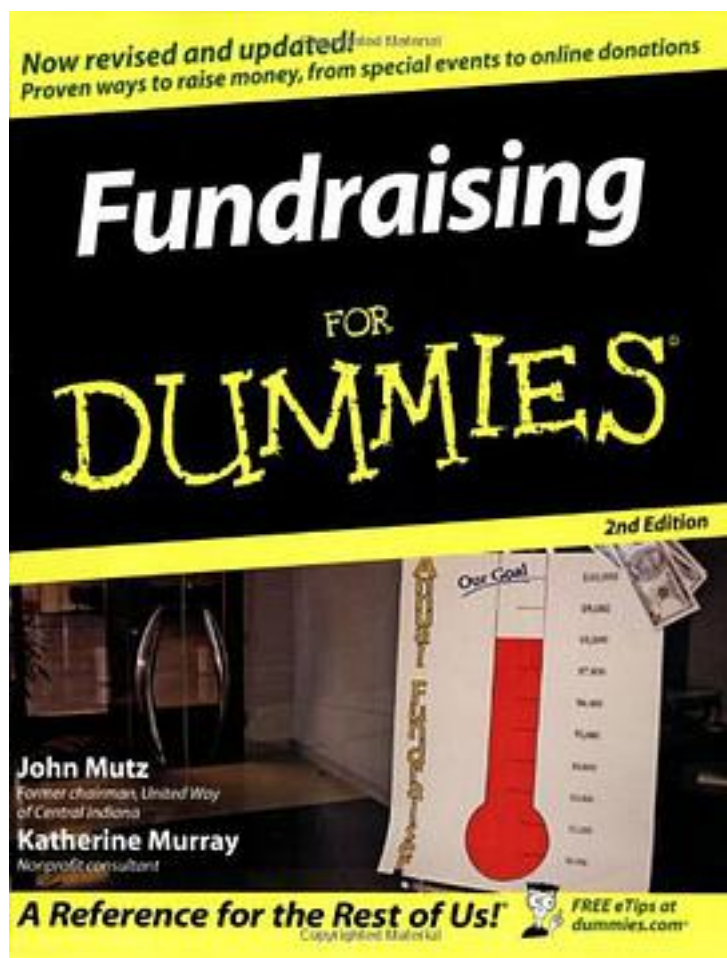


Fundraising For Dummies



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著者:Mutz, John/ Murray, Katherine

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This work helps you find out how to cultivate donors and solicit donations online. It covers new changes in tax and philanthropy law. Whether you're a small outfit or a big organization, you're competing for donors' dollars and time. This hands-on, vital guide

shows you how to take full advantage of the strategies and resources available and advises you how to promote your cause, research potential donors, organize events, write winning grant proposals, and utilize the latest technology. This work helps you discover how to: define your group's focus; create a viable plan; organize your board of directors; find and train volunteers; market via print and online; and, promote yourself with the media.

作者介绍:

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