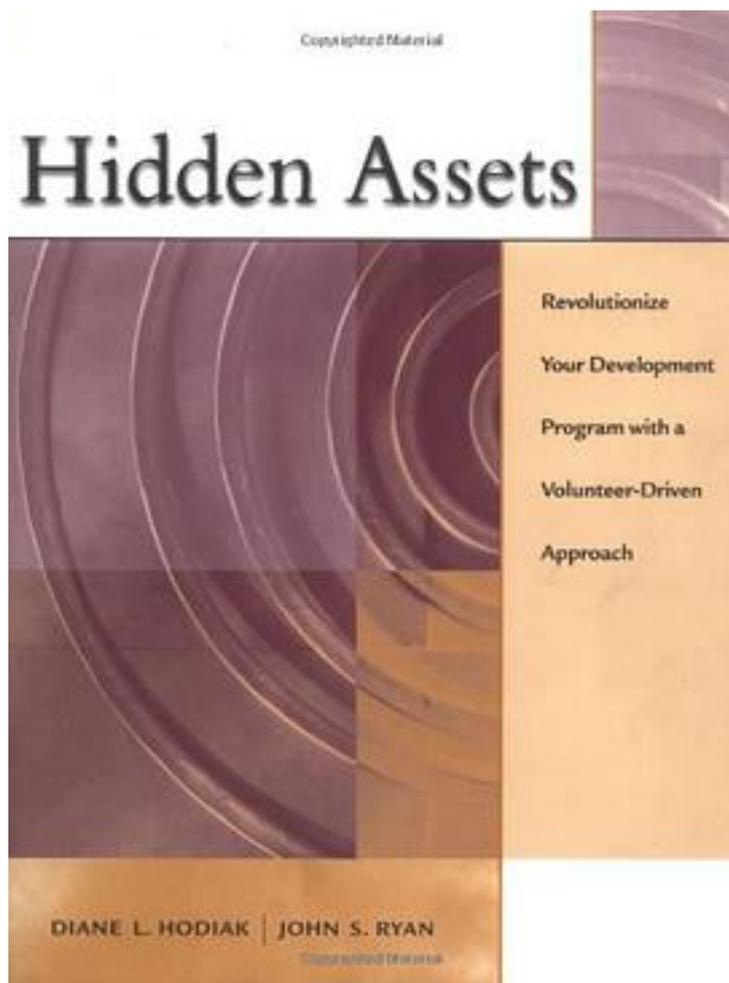


Hidden Assets



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While many nonprofits have significant volunteer resources, few know how to direct those resources strategically and systematically into their all-important development

programs. Written by two fundraising experts, "Hidden Assets" shows you how, introducing a unique, proven formula for volunteer development that aims at enhancing fundraising, public relations, and marketing results through the strategic use of volunteers. Volunteers play a key role in a powerful new technique - affinity fundraising - that teaches step-by-step, how to cultivate the donors who have the greatest affinity for an organization's work and mission. Brimming with real-life examples of how organizations have incorporated volunteers into their development programs, this hands-on guide comes with a wealth of worksheets, sample dialogues with donors, and practical tips on recruiting, retaining, and motivating volunteers.

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