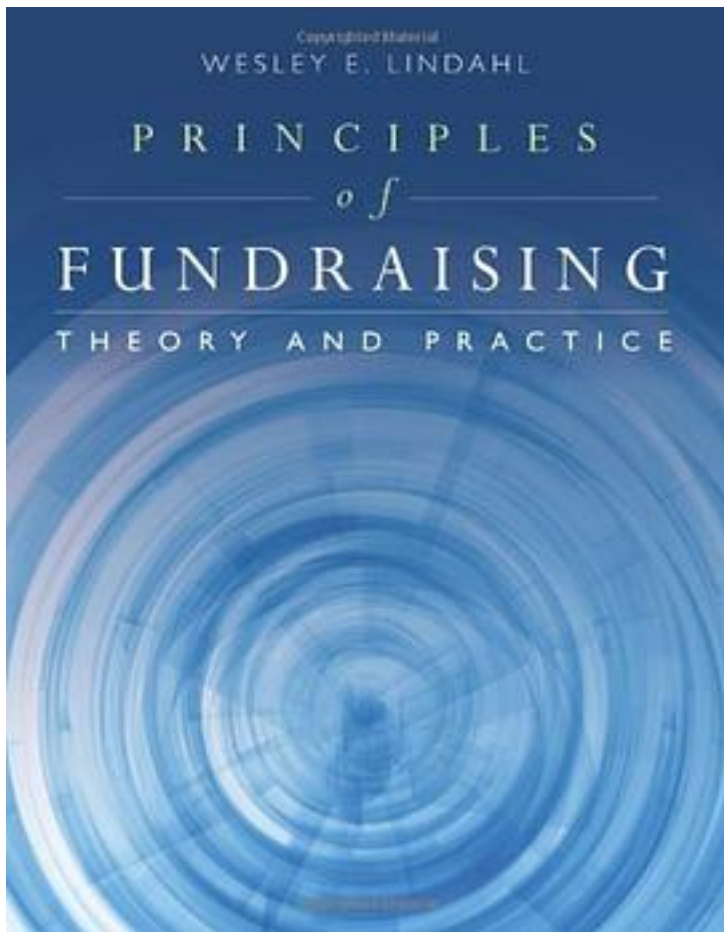


Principles of Fundraising



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Principles of Fundraising: Theory and Practice provides readers with an overview of the theory and practice of fundraising for nonprofit organizations. It approaches fundraising from a marketing position, yet incorporates concepts from the law,

economics, accounting, history, sociology, psychology, theology, and ethics. While many fundraising textbooks are heavily geared toward practice, this textbook balances the approach and provides a basis for further study in the field of fundraising.

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