

Fundraising Management - Adrian Sargeant

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This text is the first truly comprehensive guide to fundraising management, uniquely blending current academic knowledge with the best of professional practice. Much more than a how-to guide, the text is grounded in the critical issues of fundraising to provide readers with a comprehensive overview of modern fundraising planning and practice. The authors offer key analysis of the critical issues of fundraising as well as acting as a useful tool for the practical side of planning fundraising campaigns. Topics covered include: * Individual giving * Trusts and foundations * Corporate fundraising* Direct marketing* Community marketing* Campaign Integration The text includes examples and cases from both the UK and the US, bringing the theory to life. Campaigns discussed include high-profile examples from companies as diverse as RSPCA, Greenpeace, Barnados and the American Cancer Society. In addition, the text works through the planning stages of fundraising to give readers a rounded understanding of fundraising management. A truly groundbreaking new text in this area, "Fundraising Management" is essential reading for students of fundraising and nonprofit professionals alike. Words: American Cancer, American Society Cancer, Cancer American Society, Cancer Society, Cancer Society American, Society Cancer Author: Sargeant, Adrian Publisher: Routledge Illustration: N Language: ENG Title: Fundraising Management Pages: 00000 (Encrypted PDF) On Sale: 2004-02-19 SKU-13/ISBN: 9780415317016 Category: Business & Economics : Economics - General

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