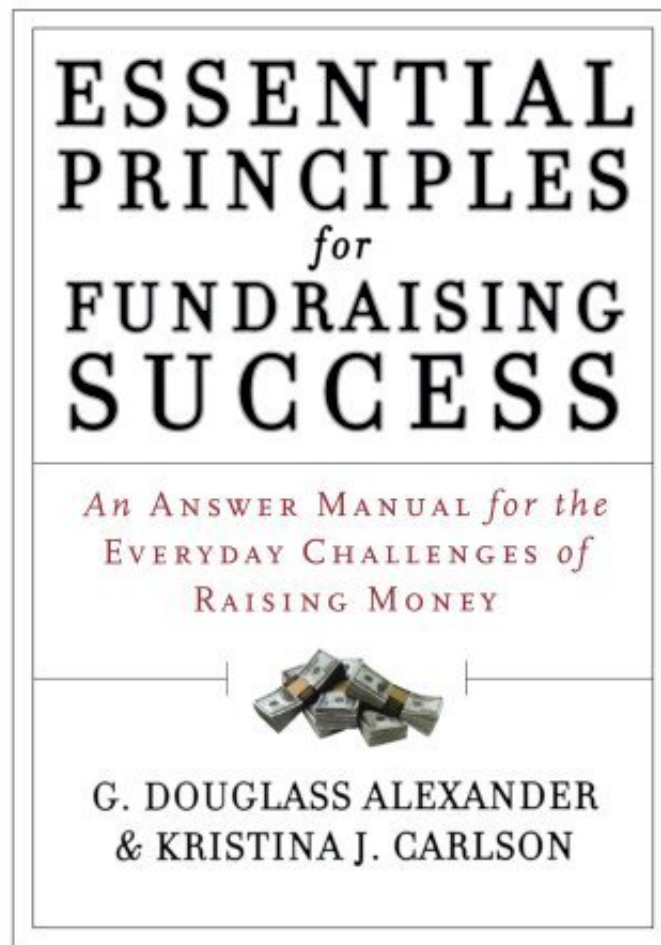


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Essential Principles for Fundraising Success: An Answer Manual for the Everyday Challenges of Raising Money

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quest for funding is a high-pressure, never-ending process for nonprofit organizations large and small. Authors G. Douglass Alexander and Kristina J. Carlson break the process down into manageable pieces while covering each major avenue that fundraising professionals travel in the search for financial support. The authors use a question and answer format to explain and illustrate the premise outlined at the beginning of every chapter. Packed with useful, applicable information from cover to cover, this book deals with a range of topics including the basic principles of fundraising, annual and capital campaigns, special events, major gifts, foundation funding and stewardship. Such a comprehensive, well-organized analysis of any one subject is rare. We strongly recommend this book as a primer for any individual or group seeking guidance for a strategic approach to raising funds.

Essential Principles for Fundraising Success is a single-source, easy-access guide that offers answers to the most commonly asked questions posed by professional fundraisers and volunteers. Organized in a clear, easy-to-use question and answer format, Essential Principles for Fundraising Success takes on the challenges that arise daily in the ongoing, high-pressured business of raising money. In this book, G. Douglass Alexander and Kristina Carlson (the founders of the successful Internet-based, fundraising consulting firm FundraisingINFO) offer insight from their combined forty-six years of experience working with thousands of nonprofit organizations. Based on the enduring principles of fundraising, this important resource shows how to master the three mainstays of fundraising—developing a case statement, creating a campaign strategy, and securing big gifts. Essential Principles for Fundraising Success also offers creative, out-of-the-box solutions for convincing reluctant board members and other stakeholders to follow proven, effective fundraising strategies