

[PDF] Achieving Excellence In Fundraising (Essential Texts For Nonprofit And Public Leadership And Management)

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Description:

Achieving Excellence in Fundraising is the go-to reference for fundraising principles, concepts, and

techniques. With comprehensive guidance toward the fundraising role, this book reflects the latest advances in fundraising knowledge. Coverage includes evolving technologies, the importance of high net worth donors, global fundraising perspectives, results analysis and performance evaluation, accountability, and credentialing, with contributions from noted experts in the field. You'll gain essential insight into the practice of fundraising and the fundraising cycle, reinforced by ancillary discussion questions, case studies, and additional readings. With contributions from members of The Fund Raising School and the faculty of Indiana University's Lilly Family School of Philanthropy, this new edition includes detailed guidance on nonprofit accounting practices as defined by the Financial Accounting Standards Board and the American Institute of Certified Public Accountants, rounding out the complete, thorough coverage of the fundraising profession.

Designed to provide both theory and practical knowledge, this book is an all-in-one resource for anyone who performs fundraising duties.

- Understand donor dynamics and craft an institutional development plan
- Explore essential marketing and solicitation techniques
- Learn effective volunteer recruitment, retention, and management strategies

Fundraising merges a variety of fields including psychology, business management, accounting, and marketing, making it a unique role that requires a uniquely well rounded yet focused skillset. Amidst economic uncertainty and a widening wealth gap the world over, it's more important than ever for fundraisers to have a firm grasp on the tools at their disposal. *Achieving Excellence in Fundraising* is the ultimate guide to succeeding in this critical role.

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