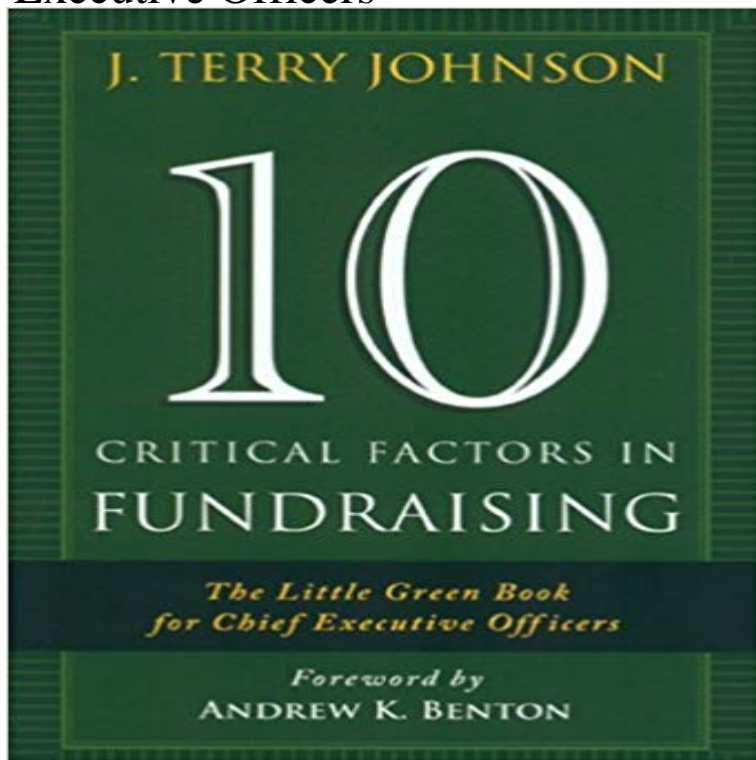


10 Critical Factors in Fundraising: The Little Green Book for Chief Executive Officers



10 Critical Factors in Fundraising outlines a crash course in the art of raising gift support for schools, colleges, universities, and other types of nonprofit organizations. Although designed especially for presidents and chief executive officers, the book will be of great interest to trustees and development personnel who are charged with the task of raising more funds for their respective organizations. Void of extraneous detail, the book focuses on the ten most critical elements in any organizations development program.

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