

Originally published by Stevenson, Inc., this practical resource provides nonprofit leaders and professionals with information to help fund needed programs and services, supplement annual gift revenue, avoid budget cutbacks, and meet or exceed annual fundraising goals through sponsorships. Important topics covered include: Sponsorship guidelines Business alliances Benefits for corporate sponsors Direct mail Partnerships and collaboration Sponsor recognition Dos and Don'ts with sponsorships Effective Communication Sponsor benefits Prioritizing funding needs Please note that some content featured in the original version of this title has been removed in this published version due to permissions issues.

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