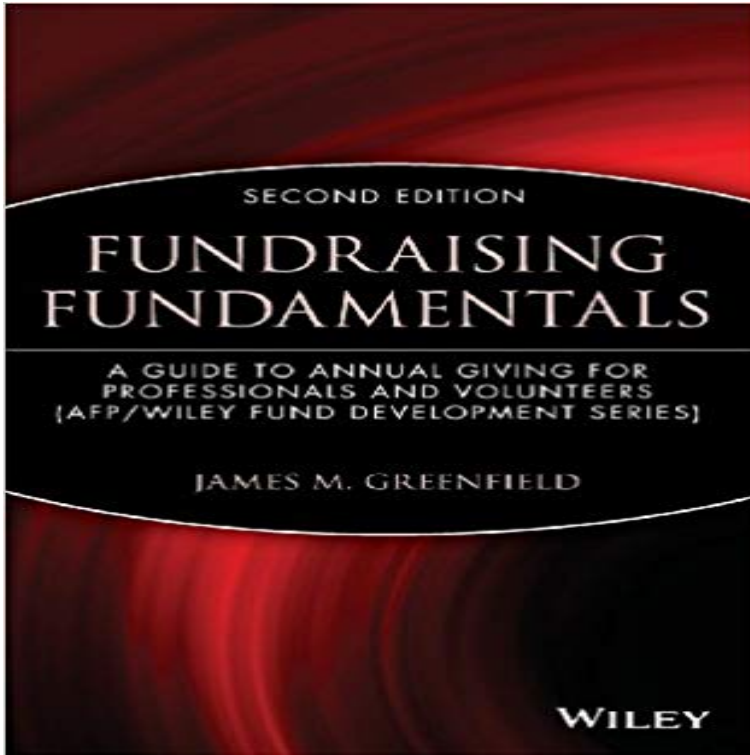


Fundraising Fundamentals: A Guide to Annual Giving for Professionals and Volunteers



Fundraising Fundamentals is a practical and valuable resource for fundraising professionals, trustees, philanthropists, and nonprofit executives who aspire to raise substantial monies for worthy causes. I have utilized Jim Greenfield's literature in various fundraising courses . . . my students have benefited from the theory and substance that Jim so clearly conveys along with real-life models that can be applied to their respective organizations.

-Stephen M. Levy, CFRE, President of Levy Philanthropic Counsel Former Chair of the Association of Professionals Foundation Board Adjunct Professor of Philanthropy, Columbia University

Proven methods and techniques for running a successful annual giving campaign. Learn how to carry out winning annual giving campaigns that will help your nonprofit organization grow and increase its financial resources with Fundraising Fundamentals. Complete with the essential basics of fundraising and comprehensive enough to help experienced fundraisers improve their campaigns, this up-to-date Second Edition features key material on:

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- * Methods of donor renewal, upgrading, and reward
- * Recruiting and training volunteer solicitors
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