



Ten Steps to Fundraising Success: Choosing the Right Strategy for Your Organization (The Mal Warwick Fundraising Series)

Mal Warwick, Stephen Hitchcock

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A hands-on workbook to guide you through a revolutionary approach to mission-based strategic planning!

In *Ten Steps to Fundraising Success*, two of the country's leading fundraising experts Mal Warwick and Stephen Hitchcock show you how to implement a fundraising strategy that goes beyond simply raising money to meet your organization's financial requirements. Step-by-step, Warwick and Hitchcock show you how to develop a mission-driven fundraising strategy that is based on Warwick's highly successful Five Strategies approach. The workbook and CD-ROM -- which can be used independently or in conjunction with *The Five Strategies for Fundraising Success* -- offer you the additional advantages of electing and crafting your own strategic plans right on the page, and analyzing the results.

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