



Essential Principles for Fundraising Success: An Answer Manual for the Everyday Challenges of Raising Money

G. Douglass Alexander, Kristina J. Carlson

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Essential Principles for Fundraising Success is a single-source, easy-access guide that offers answers to the most commonly asked questions posed by professional fundraisers and volunteers. Organized in a clear, easy-to-use question and answer format, *Essential Principles for Fundraising Success* takes on the challenges that arise daily in the ongoing, high-pressured business of raising money. In this book, G. Douglass Alexander and Kristina Carlson (the founders of the successful Internet-based, fundraising consulting firm FundraisingINFO) offer insight from their combined forty-six years of experience working with thousands of nonprofit organizations. Based on the enduring principles of fundraising, this important resource shows how to master the three mainstays of fundraising—developing a case statement, creating a campaign strategy, and securing big gifts. *Essential Principles for Fundraising Success* also offers creative, out-of-the-box solutions for convincing reluctant board members and other stakeholders to follow proven, effective fundraising strategies

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