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Sommario/riassunto	Expert advice for building and managing a well-run annual support campaign of a nonprofit organization Nonprofit Essentials: The Annual Campaign reveals how to run a well-managed and well-coordinated annual campaign effort from the perspective of the large or small nonprofit organization. Centering on real-world campaigns and best practices in the 21st century for annual support, this book presents step-by-step guidance and practical tools including diagrams of annual campaign structures for use in local nonprofits, checklists for annual

support campaigns, assessments for annual suppo

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