

1. Record Nr.	UNINA9910459456203321
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Titolo	Fundraising principles and practice [[electronic resource] /] / Adrian Sargeant, Jen Shang
Pubbl/distr/stampa	San Francisco, : Jossey-Bass, c2010
ISBN	0-470-60936-2 1-282-54911-1 9786612549113 0-470-60934-6
Descrizione fisica	1 online resource (691 p.)
Collana	Essential Texts for Nonprofit and Public Leadership and Management ; ; v.24
Altri autori (Persone)	ShangJen <1979->
Disciplina	658.15/224
Soggetti	Fund raising Nonprofit organizations - Finance Nonprofit organizations - Marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and indexes.
Nota di contenuto	Fundraising Principles and Practice; Contents; Figures, Table, and Exhibits; Preface; Acknowledgments; The Authors; Part One: Introduction to Fundraising and Donor Behavior; Chapter One: INTRODUCTION TO THE NONPROFIT SECTOR; Chapter Two: THE DEVELOPMENT OF A PROFESSION; Chapter Three: ETHICAL FUNDRAISING; Chapter Four: INDIVIDUAL GIVING BEHAVIOR; Chapter Five: SOCIAL INFLUENCES ON GIVING; Part Two: Fundraising Planning; Chapter Six: FUNDRAISING PLANNING; Chapter Seven: FUNDRAISING PLANNING; Chapter Eight: THE CASE FOR SUPPORT; Chapter Nine: ASSESSING FUNDRAISING PERFORMANCE Part Three: Fundraising Methods Chapter Ten: DIRECT RESPONSE FUNDRAISING; Chapter Eleven: FUNDRAISING ONLINE; Chapter Twelve: DONOR RETENTION AND DEVELOPMENT; Chapter Thirteen: MAJOR GIFT FUNDRAISING; Chapter Fourteen: BEQUEST, IN MEMORIAM, AND TRIBUTE GIVING; Chapter Fifteen: PLANNED GIVING; Chapter Sixteen: CORPORATE GIVING AND FUNDRAISING; Chapter Seventeen: GRANT

FUNDRAISING; Part Four: Fundraising and Civil Society; Chapter Eighteen: MANAGING FUNDRAISING VOLUNTEERS; Chapter Nineteen: FUNDRAISING EVENTS; Chapter Twenty: WOMEN AND PHILANTHROPY Chapter Twenty-One: PUBLIC TRUST AND CONFIDENCE Chapter Twenty-Two: THE SOCIAL ROLE OF FUNDRAISING; References; Name Index; Subject Index

Sommario/riassunto

This book offers a definitive text on the vital topic fundraising. It provides students of fundraising and nonprofit professionals access to the most relevant theories and includes concrete examples of modern fundraising practice. The book contains clear learning objectives, recommended readings, case studies, summary self-test questions, and exercises at the end of each chapter. The Principles and Practice of Fundraising comprehensively addresses all the major forms of fundraising and critical topics such as donor behavior and fundraising planning. Praise for fundraising pr
