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ConclusionDiscussion Questions; PART TWO: Constituents: What Donors Value; 6 Contemporary Dynamics of Philanthropy; Roles of Philanthropy; History and Understanding of Philanthropy; Size and Scope; Fundraising and The Economic Climate; Opportunities for Philanthropy; Conclusion; Discussion Questions; 7 Prospective Donor and Donor Research and Database Management; Database 101; Sample Data Elements; The Basics; Solicitation History; Event and Activity Data; Personal Interaction; Prospective Donor Research 101; Looking from Within; Tools for Prospective Donor Research
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