

1. Record Nr.	UNINA9910783517603321
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Titolo	Endowment building [[electronic resource] /] / Diana S. Newman
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, c2005
ISBN	1-280-25516-1 9786610255160 0-471-72734-2
Descrizione fisica	1 online resource (265 p.)
Collana	AFP fund development series: nonprofit essentials
Disciplina	658.15/224
Soggetti	Charities - Finance Deferred giving Endowments Fund raising Nonprofit organizations - Finance
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 (p. 229-230) and index.
Nota di contenuto	Understanding endowment -- Preplanning and assessing readiness for endowment -- Developing the case for support and the endowment action program -- Identifying, cultivating, and soliciting prospective donors -- Managing, investing, and establishing policies -- Caring for donors and the people they trust -- Marketing the endowment -- Measuring success.
Sommario/riassunto	Essentials of Endowment Building outlines the step-by-step process for developing and implementing an endowment program. In practical, down-to-earth terms, it covers making the case for endowments (involving the board and securing the support of members), raising funds (planned giving and special events), investing the money (asset allocation and spending policies), marketing (preparing a strategic marketing plan), and much more.