

1. Record Nr.	UNINA9911019567903321
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Titolo	The annual campaign / / Erik J. Daubert
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, c2009
ISBN	9786612369179 9780470527184 0470527188 9781282369177 1282369172 9781118386248 1118386248 9780470527153 0470527153
Descrizione fisica	1 online resource (309 p.)
Collana	AFP fund development series
Disciplina	658.048 658.15224
Soggetti	Fund raising Nonprofit organizations - Finance
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	The Annual Campaign (AFP Fund Development Series); The AFP Fund Development Series; Contents; Preface; Acknowledgments; About the Author; Chapter 1: What Is the Annual Fund?; Chapter 2: Benefits of the Annual Campaign; Chapter 3: Assessing Campaign Readiness; Chapter 4: Developing the Case for Support; Chapter 5: Recruiting Volunteers; Chapter 6: Building Your Campaign Teams; Chapter 7: Building Relationships and Asking for the Gift; Chapter 8: Planning and Evaluating Your Campaign; Index
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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