1. Record Nr. UNISALENTO991003225279707536

Autore	Cieszynski, Joe
Titolo	Closed circuit television [e-book] / Joe Cieszynski
Pubbl/distr/stampa	Amsterdam ; Boston, MA : Elsevier, 2004
Edizione	[2nd ed.]
Descrizione fisica	vii, 262 p. : ill. ; 24 cm
Altri autori (Enti)	Elsevier Science Publishers
Disciplina	621.38928
Soggetti	Closed-circuit television Television in security systems Electronic books
Lingua di pubblicazione	Inglese
Formato	Risorsa elettronica
Livello bibliografico	Monografia
Note generali	Includes index

2. Record Nr. UNISA996218679603316

Autore	Mgr
Titolo	Courting the Wealthy
Pubbl/distr/stampa	[Place of publication not identified], : Jossey Bass Imprint, 2013
ISBN	1-118-70416-9
Descrizione fisica	1 online resource (61 pages)
Disciplina	658.15224
Soggetti	Fund raising Nonprofit organizations - Finance
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di contenuto	Systems & Procedures for Managing the Cultivation Process -- The Empathy Factor: Keying in on Donors' Wants, Needs -- Forming First-Time Relationships -- Put Out the Welcome Mat -- Targeted Cultivation -- Create Programs Aimed at Building Relationships -- Cultivate & Engage Your Board -- Involvement Opportunities that Lead to Investment -- Cultivating Planned Gifts -- Varied Communications that Serve to Cultivate -- Donor Recognition as a Form of Cultivation -- Stewardship as a Form of Cultivation.
Sommario/riassunto	Originally published by Stevenson, Inc. , this practical resource features dozens of cultivation examples and strategies used by various charities and nonprofit organizations to increase major gifts.