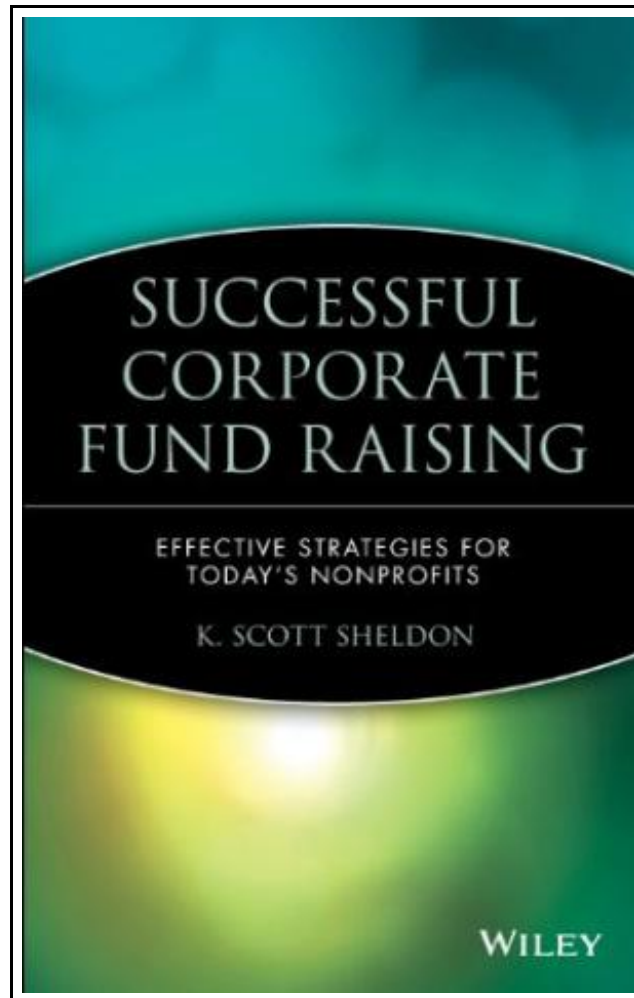# Successful Corporate Fund Raising: Effective Strategies for Today s Nonprofits (Hardback)

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SUCCESSFUL CORPORATE FUND RAISING: EFFECTIVE STRATEGIES FOR TODAY S NONPROFITS (HARDBACK)

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John Wiley and Sons Ltd, United States, 2000. Hardback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book. Corporate giving currently accounts for nearly 10 percent of all charitable donations nationwide, and most experts agree that the flow of corporate resources earmarked for nonprofit programs is on the rise. Yet, many fund raisers are held back from tapping this gold mine by the fear they don t know how to play the system correctly. When it comes to soliciting corporate funds, even old hands at private fund raising find themselves stymied by the lack of clear-cut answers to such critical questions as: How do I find out which companies give and how do I obtain information about them? Who are the funding decision makers, and how do I appeal to them and cultivate relationships with them? What hidden strings and pitfalls should I be aware of when soliciting corporate funds? Successful Corporate Fund Raising provides in-depth answers to these and all your questions about finding and winning corporate funds. The distillation of Scott Sheldon s more than two decades of experience as a corporate fund raiser, it provides a complete blueprint for developing and maintaining successful corporate fund-raising programs at nonprofits of all sizes. The book begins with an in-depth exploration of the world of contemporary corporate giving. It explains the key differences between private funding and the strategic philanthropy practiced by many corporations. It describes the various forms corporate giving most commonly takes, including cash, in-kind, and volunteerism. And it clearly spells out the motivations, perceptions, expectations, and conditions driving most corporate funding.The lion s share of the book is devoted to schooling readers in effective low-cost strategies for locating, obtaining, and managing corporate resources. Organized around the five key components of a successful corporate...

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