



Annual Giving Primer 2010: How to Boost Annual Giving Results (Paperback)

By -

John Wiley Sons Inc, United States, 2013. Paperback. Book Condition: New. 280 x 216 mm. Language: English . Brand New Book. Originally published by Stevenson, Inc., this practical resource offers procedures nonprofits can follow to raise more in annual gift support, monitor and effectively use budgets, and meet or exceed annual gift goals. It includes examples of annual gift proposals, sample reports, planning tools, and more. Important topics covered include: * Board responsibility * Annual giving strategies * Pledge fulfillment * Improved donor giving * Direct mail appeals * Expanding donor bases * Annual gift brochures * Event management * Phonathons * Giving analysis * Challenge gifts * Gift clubs * Fundraising in challenging economic times * Courting area businesses * Online donations * First-time donors Please note that some content featured in the original version of this title has been removed in this published version due to permissions issues.



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