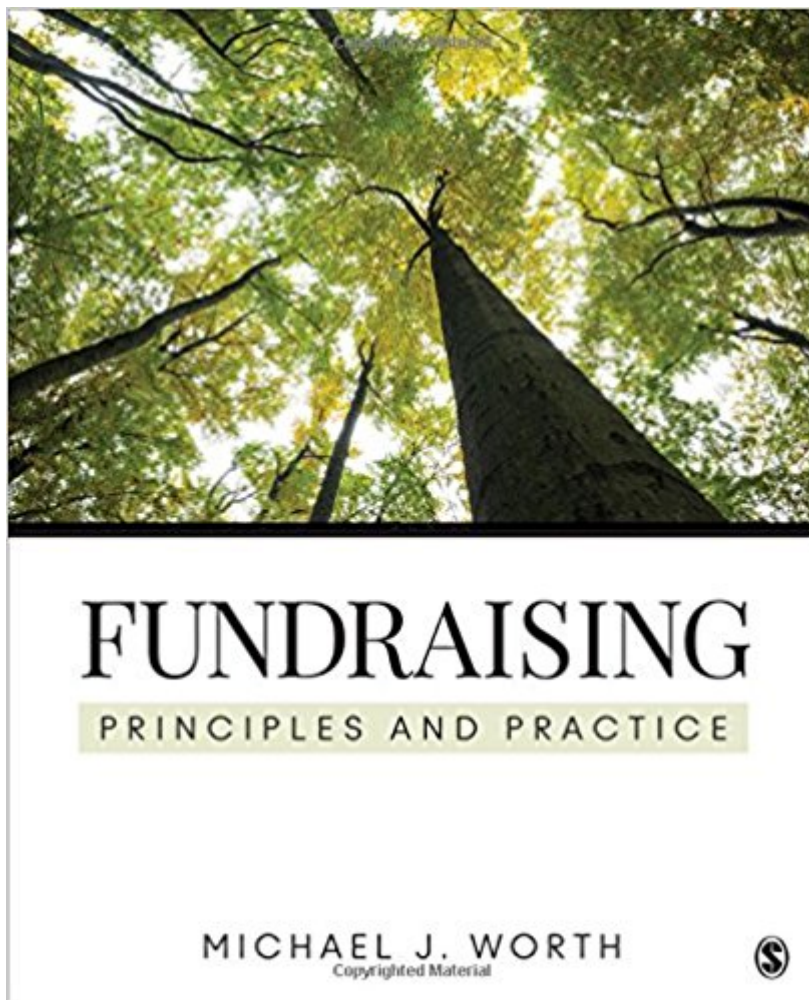


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# Fundraising: Principles And Practice



## Synopsis

Fundraising: Principles and Practice provides readers with a comprehensive introduction to fundraising. Taking a balanced perspective, bestselling author Michael J. Worth offers insights on the practical application of relevant theory. The text is designed to engage readers in thinking critically about issues in fundraising and philanthropy to prepare them for careers in the nonprofit sector. Worth explores donor motivations and fundraising techniques for annual giving programs, major gift programs, planned giving, and corporate and foundation giving and campaigns. Traditional methods, including direct mail and personal solicitations, are discussed as well as new tools and practices, including online fundraising, crowd-funding and social networks, analytics, and predictive modeling. Written specifically for nonprofit career-oriented individuals, this book helps readers become successful fundraisers.

## Book Information

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"This text is an excellent source of academic, theoretical and practical expertise woven into one single text. It is single-handedly a one-stop go-to book for today's fundraising and development staff and tomorrow's students in nonprofit management."--Rick J. Arrowood, J.D."Michael Worth has made an enormous contribution to the fundraising profession with Fundraising: Principles and Practice. He brings the wisdom and perspective of decades of senior level experience as he sketches the context of fund-raising today, the centrality of the donor in all that fundraisers do, outstanding insights into capital campaigns, management, and leadership, and a systematic consideration of case studies that are analyzed drawing on his own years as a leader in the field.

This is a must-read - for fundraisers who want to advance, for sure, and for managers who want to be leaders."--Michael J. Goff, Ph.D."Fundraising: Principles and Practice is grounded in Michael J. Worth's extensive experience and expertise as both a practitioner and a scholar of fundraising. His application of case studies to each topic provides a superb platform for students to develop the analytical skills they will need to function as successful nonprofit professionals. Worth's comprehensive blend of fundraising principles and practice stands out from other books on the topic by focusing on the preparation of leaders who are able to think critically about the substantive issues in philanthropy and to move their nonprofit organizations to the next level of fundraising and organizational excellence."--T. Gregory Barrett

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