

<<社会福利社会化论文集>>

图书基本信息

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内容概要

In this practical and engaging guide, top fundraising consultant Mal Warwick introduces an entirely new and revolutionary approach to fundraising strategy and planning. He shows nonprofit organizations how to set fundraising goals based on mission and how to select, implement, and stay with the right strategies to meet those goals. His five fundamental fundraising strategies are Growth, Involvement, Visibility, Efficiency, and Stability (GIVES), all of which link directly to specific and appropriate fundraising goals. The decision as to which strategy to use springs from the organization's mission, and all fundraising activities are focused on fulfilling that mission. Through real-world examples, Warwick shows readers how to choose a primary strategy that will drive both long-term fundraising planning and day-to-day fundraising activities. He then takes them step by step through the process of integrating the strategy into current operations, evaluating its progress, and sticking to the chosen strategy while facing the inevitable changes, obstacles, and setbacks that nonprofits encounter every day. He also provides self-tests to help readers determine which strategy and tactics will be most effective for their organizations. The Five Strategies for Fundraising Success ensures that organizations make informed, productive decisions about their futures.

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