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John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Major Gift Essentials: Everything You Need to Know to Secure Big Gifts, Scott C. Stevenson, Originally published by Stevenson, Inc., this practical resource presents nonprofit organizations with information on how to secure major gifts, including expert advice on how to identify and approach donors and tips, techniques, and best practices for soliciting major gifts. Important topics covered include: Pursuing estate gifts Assessing donor preferences Leveraging existing endowments Naming opportunities...

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- Authored by Scott C. Stevenson
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