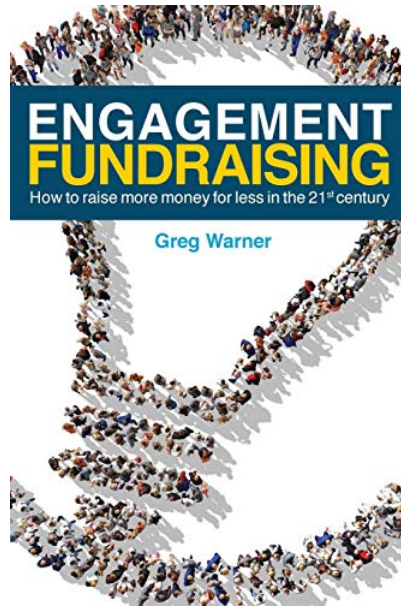


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THE TIME HAS COME This book is for you if you know your job is getting harder because donor expectations have changed, the old orthodoxies and conventions don't work anymore, and competition for the charitable dollar is growing. Engagement Fundraising was developed from the perspective of a donor who discovered firsthand that the impersonal, spray-and-pray approaches of his beloved charity were not only offensive but also wasteful and ineffective. With Engagement Fundraising, you can be the fundraiser you want to be, helping wealthy and legacy-minded individuals find meaning in their lives through giving. The key is in leveraging smart strategies and powerful technologies to engage your supporters with highly relevant, captivating, respectful communications. Try Engagement Fundraising and the results will speak for themselves.

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