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Successful Capital Campaigns From Start to Finish

By -

John Wiley Sons Inc, United States, 2013. Paperback. Book Condition: New. 3rd Revised edition. 272 x 213 mm. Language: English . Brand New Book. Originally published by Stevenson, Inc., this practical resource provides strategies for nonprofit organizations to plan and execute effective and successful capital campaigns and includes helpful resources such as sample charts, forms, and examples from other organizations. Important topics covered include: * Steps for preparing a capital campaign * Board campaign potential * Donor giving potential * Consultants * Feasibility studies * Campaign essentials * Campaign slogans * Reporting * Online promotion * Social media * Factors that impact campaign success * Donor recognition 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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