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# EXPLORING MEASUREMENT AND EVALUATION EFFORTS IN FUNDRAISING



John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Exploring Measurement and Evaluation Efforts in Fundraising, Philanthropic Fundraising (PF), Mark A. Hager, This issue addresses a variety of issues regarding the measurement and evaluation of fundraising costs and activities. The topics examined include watchdog groups and the effect of their ratings on public perceptions; emerging data on workplace solicitation of federal employees; and summary results from a national study of nonprofit fundraising and administrative costs. Contributors present innovative...

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- Authored by Philanthropic Fundraising (PF), Mark A. Hager
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