



Conducting a Successful Capital Campaign: The New, Revised, and Expanded Edition of the Leading Guide to Planning and Implementing a Capital Campaign

By Kent E. Dove

John Wiley and Sons Ltd, United Kingdom, 2010. Paperback.
Book Condition: New. 2nd Revised edition. 234 x 190 mm.
Language: English . Brand New Book. This book is highly recommended for development professionals, as well as board members and administrators who believe that a few million can easily be raised by development personnel in their spare time. National Society of Fund Raising Executives Journal on the 1st edition Conducting a Successful Capital Campaign has been the definitive resource on capital campaigns for a decade. Now, in the long-awaited second edition of the best-selling guide, Kent Dove offers an updated and expanded blueprint for planning and managing a successful capital campaign. He not only gives authoritative guidance to every aspect of a capital campaign but also provides new discussions on such important topics as linking strategic planning to fundraising, conducting external market surveys, defining leadership roles, establishing a campaign and solicitation process, and more. Other enhancements include: * A dramatically expanded resource section that includes samples of a strategic plan, market surveys, case statements, financial reports, pledge forms, newsletters, program brochures, a complete volunteer kit, and a post-campaign evaluation * New chapters on technology in fundraising, leadership gifts, and developing lasting...

Reviews

An exceptional publication as well as the font applied was intriguing to learn. It usually does not charge an excessive amount of. Its been designed in an exceedingly basic way and it is just after i finished reading through this book through which in fact altered me, modify the way in my opinion.

-- **Haylee Hackett**

It in a of the best ebook. It generally is not going to expense excessive. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Ara Williamson**