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# Fundraising Your Way: How to Conduct an Effective and Profitable Product Fundraiser

By Jesse L. Carter

Carter Resource Development. Paperback. Book Condition: New. Paperback. 202 pages. Dimensions: 11.0in. x 8.5in. x 0.5in. Are you planning on choosing a fundraising product soon to raise funds for your nonprofit organization or school? Want to investigate the products you should choose for your next fundraiser? This product fundraising basics handbook starts you off on your decision-making process by choosing the right fundraising product for your group. It may surprise you that: The vast majority of Americans (80%) agree that product fundraising is an important financial resource for America's schools and youth programs as stated in a press release issued by the Association Of Fundraising Distributors And Suppliers. That's four out of every five people who will support at least one fundraiser during any given year. Nonprofit organizations of all shapes and sizes raise nearly 1.7 billion each year. The number one reason why Americans purchase fundraising items is to support a worthy cause and that product sales alone annually contribute 1.4 billion. The author, Jesse Carter states, My book: Fundraising Your Way First Steps To Choosing A Profitable Product Fundraiser starts you off on your decision-making process to investigate the products you should choose for your next...



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