



Prerequisites for Fundraising Success: The 18 Things You Need to Know as a Fundraising Professional, Board Member, or Volunteer

Mr Melvin B. Shaw M.A.Ed, Ms Pearl D Shaw M.P.A.

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Want to jumpstart your fundraising but aren't sure where to begin? "Prerequisites for Fundraising Success" walks you through the steps for planning, launching, and maintaining successful fundraising programs.

You will learn how to:

- Assess your organization's strengths and challenges
- Set attainable goals
- Develop a fundraising plan
- Hire the right staff
- Encourage teamwork
- Tell your story and raise awareness
- Recruit volunteers and cultivate leaders
- Manage your data
- Approach donors
- Reward donors

Ideal for:

- Volunteers
- Board members
- Fundraising staff
- Workshops and retreats

This user-friendly, workbook-style guide teaches the fundamentals needed to build a stronger organization and more secure financial future.

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