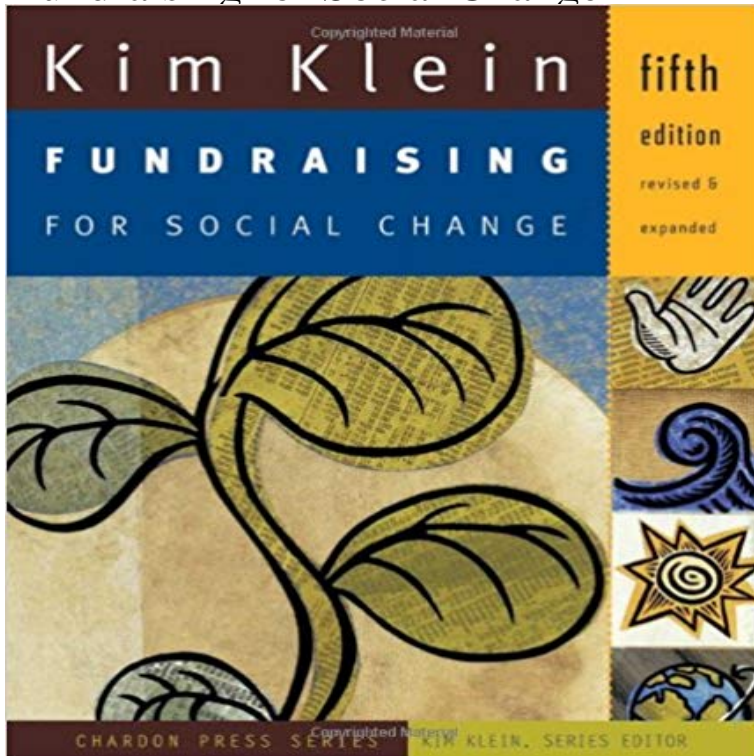


Fundraising for Social Change



Since it was first published in 1988, *Fundraising for Social Change* has become one of the most widely used books on fundraising in the United States. Fundraising practitioners and activists rely on it for hands-on, specific, and accessible fundraising techniques, and it has become a required text in dozens of college courses around the country. This fifth edition offers the information that has made the book a classic: proven know-how on asking for money, planning and conducting major gifts campaigns, using direct mail effectively, and much more. The book has been significantly changed to include new technology—email, online giving, and blogs—and contains expanded chapters on capital and endowment campaigns, how to feel comfortable asking for money, how to recruit a team of people to help with fundraising, and how to build meaningful relationships with donors. In addition, this essential resource contains new information on such timely topics as ethics, working across cultural lines, and how to create opportunities for fundraising more systematically and strategically.

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