

## Corporate Fundraising (Fundraising Series)



A guide for anyone looking to raise funds from companies for charitable work and those interested in the area of corporate giving. This fully revised edition provides information and commentary on the variety of ways in which charities and companies may work together for mutual advantage. Drawing on the expertise of corporate fund raisers and company givers, the book provides helpful insight into the mechanisms and methods of raising funds from corporate givers. The new edition also carries chapters on Corporate Social Responsibility (CSR), Cause Related Marketing, ethics and standards.

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