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Fundraising for Social Change, Seventh Edition (Paperback)

By Kim Klein

John Wiley Sons Inc, United States, 2016. Paperback. Condition: New. 7th Revised edition. Language: English . Brand New Book. The bible of grassroots fundraising, updated with the latest tools and methods Fundraising for Social Change is the preeminent guide to securing funding, with a specific focus on progressive nonprofit organizations with budgets under \$5 million. Used by nonprofits nationally and internationally, this book provides a soup-to-nuts prescription for building, maintaining, and expanding an individual donor program. Author Kim Klein is a recognized authority on all aspects of fundraising, and this book distills her decades of expertise into fundraising strategies that work. This updated seventh edition includes new information on the impact of generational change, using social media effectively, multi-channel fundraising, and more, including expanded discussion on retaining donors and on legacy giving. Widely considered the bible of grassroots fundraising, this practically-grounded guide is an invaluable resource for anyone who has to raise money for important causes. A strong, sustainable fundraising strategy must possess certain characteristics. You need people who are willing to ask and realistic goals. You need to gather data and use it to improve results, and you need to translate your ideas in to language donors will understand....



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