



Donor Focused Strategies for Annual Giving (Aspen's Fund Raising Series for the 21st Century)

Karla Williams

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Whether you're just beginning an annual giving program, or trying to improve an existing one, this is the one book you must have. You'll take a fresh look at annual giving from the donor's perspective, which will enable you to better match donor interests to your organization's needs. Most important, you'll learn how to implement a significant new model -- the annual integrated development program -- today's most donor-sensitive, effective fund raising strategy for the long term.

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