



Fundraising Basics: A Complete Guide

By Barbara L. Ciccone, Jeanne Jacob

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As nonprofit organizations face heightened scrutiny by the general public, donors, regulators, and members of Congress, the Third Edition of the essential book on the basics of fundraising provides new, up-to-date and valuable information that every fundraiser needs to know. With ethics and accountability being the primary theme of the Third Edition, this practical guide will continue to provide an overview of the field and give development staff, managers, and directors a platform from which to operate their fundraising programs. The new edition also provides much needed information on giving trends, computer hardware and software available for fundraisers, cost estimates and workflow timetables, and the importance of the Internet. This primer remains a must-have for anyone new to the fundraising arena.

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