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Fundraising Databases (Fundraising Series)

Peter Flory

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Peter Flory : Fundraising Databases (Fundraising Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Fundraising Databases (Fundraising Series):

Many fundraisers are faced with having to choose and/or use a database without having the necessary technical knowledge to draw on. This book provides reassurance and a clear framework for making and implementing decisions relating to databases. Fundraising Databases explains what a database is and how it works, before examining why fundraisers need a database, how it functions and future trends in database design and management. Case studies from

a range of charities are used throughout.