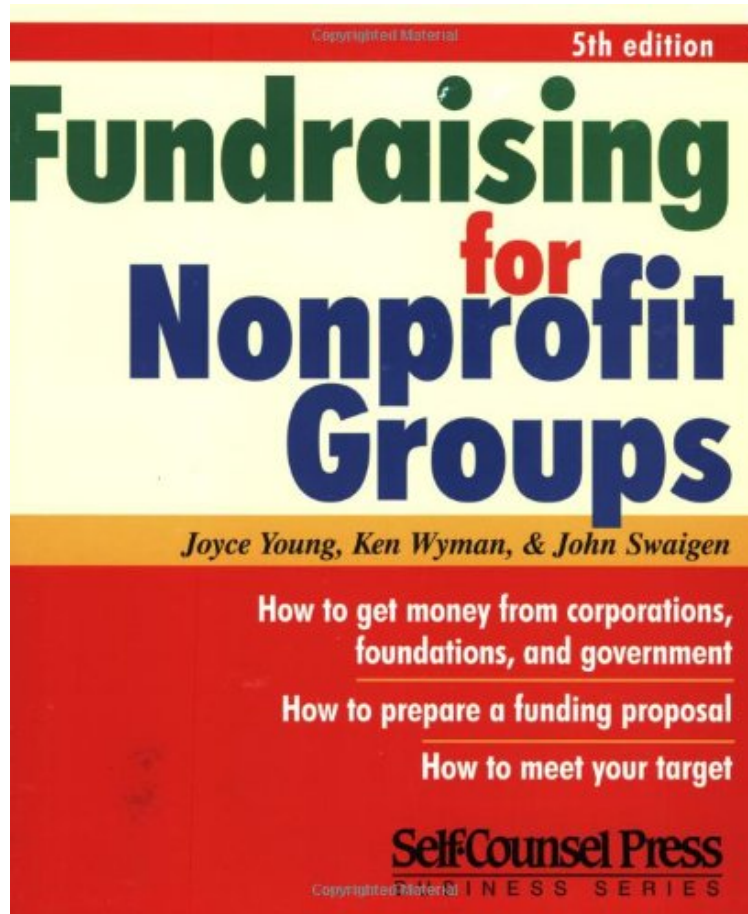


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## Fundraising For Non-Profit Groups (Business Series)

*Joyce Young, Ken Wyman, John Swaigen*  
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**Joyce Young, Ken Wyman, John Swaigen : Fundraising For Non-Profit Groups (Business Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Fundraising For Non-Profit Groups (Business Series):

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Raising money is the most essential and also the most difficult task for any nonprofit organization. This book is a step-by-step guide for nonprofit groups that need to raise between \$100,000 and \$5 million annually.

From the Back CoverRaising money is the most essential and also the most difficult task for any nonprofit

organization. This book is a step-by-step guide for nonprofit groups that need to raise between \$100,000 and \$5 million annually. Explaining in detail the process of fundraising, this comprehensive book has recently been expanded and updated to explore fundraising through telemarketing and the Internet. With new samples and examples, it tells you how to raise a lot more money for less effort, and answers the following questions: - Who gives money to nonprofit organizations? - Which potential funder is best to approach for your organization? - How do you prepare a funding proposal? - What kind of direct mail requests will work and how do you prepare them? - Should your organization try telephone fundraising? How is it done? Acquire the know-how to attract money in today's highly competitive fundraising atmosphere. Let this book help your organization find the dollars to make this world a better place.

About the Author Joyce Young has worked on both sides of the fence in nonprofit organization funding. She was a fundraiser for the Pollution Probe Foundation for two years and has since set up public funding programs for government agencies. She taught fundraising classes and wrote several newspaper and journal articles on the topic.

Ken Wyman, CFRE, is a popular trainer/consultant and professor in Humber College's postgraduate Fundraising and Volunteer Management program. He teaches courses online at Greenability and he offers free fundraising tips to anyone who requests them by e-mailing him. Ken has more than 25 years experience helping grassroots groups grow. He is a Certified Fund Raising Executive and was awarded the first-ever designation as Fund Raising Executive of the Year by the Toronto Chapter of the Association of Fundraising Professionals.

John Swaigen is a lawyer who started his career in 1974 as a member of the staff of a financially struggling nonprofit environmental organization. Over the years, he has served on the board of directors of several nonprofit groups and has raised money for projects ranging from organizing community opposition to damaging urban development to writing and publishing books on how to fight for social justice. He also has professional experience in evaluating the efficiency and effectiveness of nonprofit groups.