



Fundraising Innovators: Leaders in Social Enterprise Share New Approaches to Raising Money

By Amy S Quinn

50 Interviews Inc., United States, 2012. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.Imagine that fundraising propels your organization and its mission towards success. Programs are funded. Benchmarks are reached. Budgets are met. But how might fundraising create such sustainability in the face of today's challenges? The answers can be found in Fundraising Innovators: Leaders in Social Enterprise Share New Approaches to Raising Money. The innovators in this book, including experts from large and small nonprofits, social entrepreneurs and corporate citizens, will describe in detail how to make this your reality. These modern fundraisers innovate and reinvent to raise money. They see opportunities not obstacles. In Fundraising Innovators the interviews reveal how to: 1. Leverage Technology 2. Integrate Marketing 3. Champion Corporate Philanthropy 4. Reinvent Fundraising Fundamentals. Features fresh insights from 17 innovators on successful fundraising for nonprofits: Vinay Bhagat: Embracing Technology and Its Tools; Holly Ross: Integrating Technology with Marketing; Ed Messman: Online Campaigns; Robert Wolfe: Crowd Sourcing and Modern Internet Practices; Katya Andresen: Online Marketing, Donor Loyalty and Gratitude; Rich Rainaldi: How Metrics Tell a Story; Steve Daigneault: Authenticity and Storytelling; Richard Crespino: Philanthropy and Corporate...



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