



## **Fundraising for Beginners: Essential Procedures for Getting a Fundraising Program Up and Running (Successful Fundraising)**

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# Fundraising for Beginners: Essential Procedures for Getting a Fundraising Program Up and Running (Successful Fundraising)

## Fundraising for Beginners: Essential Procedures for Getting a Fundraising Program Up and Running (Successful Fundraising)

Originally published by Stevenson, Inc., this practical resource helps nonprofit organizations establish effective fundraising programs. This resource provides useful information to produce winning fundraising plans, build mailing lists, effectively manage records, produce direct mail appeals, solicit major gifts, and more.

Important topics covered include:

- Expanding an organization's donor base
- Researching donor prospects
- First time fundraising efforts
- Annual operational plans
- Fundraising evaluation
- Building a mailing list
- Solicitation calls
- Phonathons
- Board gifts
- Direct mail appeals
- Special events
- Call reports
- Attracting new donors
- Donor communication
- Fundraising presentations
- Planned giving
- Grant seeking

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