



Designs for Fund-Raising: Principles, Patterns, Techniques

Harold J. Seymour

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This book has often been referred to as "the bible of fund-raising." Divided into 3 sections, the book begins with a discussion of people, their tendencies and their motivations for giving. The author then examines the giving process, the makings of a cause, and the 3 key qualifications for raising substantial sums. More detailed information follows on campaigns, development, and the 10 special aspects of fund-raising.

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