



The Everything Fundraising Book: Create a Strategy, Plan Events, Increase Visibility, and Raise the Money You Need (Everything®)

Richard Mintzer, Sam Friedman

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The Everything Fundraising Book makes fundraising easy with step-by-step instruction and advice from the experts. Whether you are a community volunteer or a professional fundraiser, this clear and practical guide shows you exactly how to set goals, create a plan, and tap into a financial goldmine of corporate and government endowments.

Features timely information on how to:

- budget your fundraiser and cover expenses
- attract and work with volunteers
- choose and organize campaigns and events
- use corporate fundraisers to increase visibility
- pitch to reluctant donors and sponsors
- and more!

Experienced fundraisers Rich Mintzer and Sam Friedman walk you through the process and help you avoid the pitfalls, so you can focus all your energy on reaching your fundraising goals.

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