

# **Die Reine Unterhaltsstiftung Unter Beruecksichtigung Der Rechtslage In Der Schweiz Liechtenstein Oesterreich England Sowie Den Usa**

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**Effective Fundraising for**

**Nonprofits** Ilona M. Bray 2010  
Features advice and stories

from over forty experienced fundraisers, with information on how to work with individual donors, plan special events, solicit grants, get media coverage, and use the Web to further fundraising goals.

**A Rare Book Saga** Hans Peter Kraus 1978

How to Write Successful

Fundraising Letters Mal

Warwick 2010-12-23 You'll

learn all the essential components of writing for success from this go-to book for writing for fundraising! Mal Warwick, the nation's premier letter-writing tutor and direct mail expert, shows you the essential tools for making your direct marketing program a success. He gives you both general advice about the most effective direct mail strategies and specific guidance. Learn his step-by-step model through all the critical stages -from laying the groundwork for a prosperous campaign through the importance of thanking donors. Includes new chapters on E-mail solicitations, monthly and legacy giving and free downloads on [josseybass.com](http://josseybass.com).

Refreshed and Revised: Gain insight into current trends in the field with updated cases, samples, and examples Access more content for small to medium NPOs with limited budgets and resources Learn the latest technology with new sections on typography and lay out

*Demystifying Grant Seeking*

Larissa Golden Brown

2001-09-18 Discusses ways to successfully navigate the grant-seeking process using a five-step system that helps both fundraising novices and professionals.

**Breakthrough Thinking for Nonprofit Organizations**

Bernard Ross 2003-01-16 This

groundbreaking book will help nonprofit managers think in new and creative ways about how they define and meet the challenges they face--and how to rise above standard practices to lift their organizations to greater performance levels. Using examples of best practices from innovative organizations in both the corporate and nonprofit worlds, Breakthrough Thinking

for Nonprofit Organizations offers a mix of "how-to" advice and case studies that will guide readers on a new road to creativity. This book will fundamentally change the way nonprofit professionals think about how they do their work--and usher in a new era for nonprofits. 2003 Terry McAdam Book Award Winner [http://www.allianceonline.org/publications/mcadam\\_past\\_winners\\_1.page](http://www.allianceonline.org/publications/mcadam_past_winners_1.page) [http://www.allianceonline.org/publications/mcadam\\_past\\_winners\\_1.page/a](http://www.allianceonline.org/publications/mcadam_past_winners_1.page/a)

**Fundraising Principles and Practice** Adrian Sargeant  
2017-03-06 The complete guide to fundraising planning, tools, methods, and more Fundraising Principles and Practice provides a unique resource for students and professionals seeking to deepen their understanding of fundraising in the current nonprofit environment. Based on emerging research drawn from economics, psychology, social psychology, and sociology, this book provides comprehensive analysis of the nonprofit sector. The discussion delves into donor behavior,

decision making, social influences, and models, then uses that context to describe today's fundraising methods, tools, and practices. A robust planning framework helps you set objectives, formulate strategies, create a budget, schedule, and monitor activities, with in-depth guidance toward assessing and fine-tuning your approach. Coverage includes online fundraising, major gifts, planned giving, direct response, grants, corporate fundraising, and donor retention, with an integrated pedagogical approach that facilitates active learning. Case studies and examples illustrate the theory and principles presented, and the companion website offers additional opportunity to deepen your learning and assess your knowledge. Fundraising has become a career specialty, and those who are successful at it are among the most in-demand in the nonprofit world. Great fundraisers make an organization's mission possible, and this book covers the

essential information you need to help your organization succeed. Adopt an organized approach to fundraising planning Learn the common behaviors and motivations of donors Master the tools and practices of nonprofit fundraising Manage volunteers, monitor progress, evaluate events, and more Fundraising is the the nonprofit's powerhouse. It's the critical component that supports and maintains all activities, and forms the foundation of the organization itself. Steady management, clear organization, effective methods, and the most up-to-date tools are vital to the role, and familiarity with donor psychology is essential for using these tools to their utmost capability. Fundraising Principles and Practice provides a comprehensive guide to all aspects of the field, with in-depth coverage of today's most effective approaches.

**Successful Fundraising** John Baguley 1996-12 Shock!  
*Global Civil Society 2007/8*  
Professor Martin Albrow  
2007-11-21 The annual Global

Civil Society Yearbooks provide an indispensable guide to global civil society or civic participation and action around the world. The 2007/8 Yearbook focuses on the potentially powerful relationship between communication and democracy promotion. The Global Civil Society Yearbook remains the standard work on all aspects of contemporary global civil society for activists, practitioners, students and academics alike.

*Beyond Fund Raising* Kay Sprinkel Grace 1997-03-21  
Table of contents

*Fundraising with Businesses* Joe Waters 2013-11-15 40 proven strategies for raising big money with businesses There's a reason why nonprofits are getting smaller checks from corporate giving programs. Companies are abandoning or slashing giving budgets and instead focusing on win-win pacts that drive sales and change the world. Nonprofits need guidance and practical know-how in this new age of mutually beneficial nonprofit and business partnerships.

Presenting forty practical fundraising strategies to help small to medium-sized nonprofits raise more money from businesses, *Fundraising with Businesses* breathes new life into nonprofit / for-profit relationships to begin a new era of doing good and well. Presents new and improved fundraising strategies for raising money from businesses—from in-store register promotions and shopping fundraisers to online workplace giving solutions and digital campaigns involving popular social networking sites. Written by an experienced fundraiser and renowned blogger and speaker on business giving. Features case examples of successful nonprofit/corporate partnerships that will be regularly updated via a link with the online pin board Pinterest. The fundraising potential of working with businesses is greater than ever. Read *Fundraising with Businesses* and discover the tools to turn existing and new business relationships into

successful—and lucrative—partnerships. **The Grants Register 2004** Postgraduate awards in the English speaking world. [International Encyclopedia of Comparative Law](#) [Fundraising and Strategic Planning](#) Juilee Decker 2015-07-15 *Fundraising and Strategic Planning: Innovative Approaches for Museums* appraises strategies museums employ to raise funds including admission prices, membership categories, donor and affinity groups, and specialized event-driven efforts while examining new crowdfunding models such as Kickstarter, Indiegogo, and Piggybackr. This book examines a range of ambitious undertakings and the means by which museums and cultural organizations achieve them. Each of the case studies in this volume focuses on the cornerstones to museum operations: strategic planning and fundraising. For example, Carl G. Hamm describes how Saint Louis Art Museum moved from a capital campaign into a sustainable stream of increased

annual giving. Vicky U. Lee narrates the transformation of abandoned, elevated rail yards into an exciting, well-travelled (and highly-tagged and pinned) public amenity, the High Line. While not a museum per se, the High Line and its public art amenities offers much to the story of collecting institutions, as well as to the framework of the public-private partnership. The Innovative Approaches for Museums series offers case studies, written by scholars and practitioners from museums, galleries, and other institutions, that showcase the original, transformative, and sometimes wholly re-invented methods, techniques, systems, theories, and actions that demonstrate innovative work being done in the museum and cultural sector throughout the world. The authors come from a variety of institutions—in size, type, budget, audience, mission, and collection scope. Each volume offers ideas and support to those working in museums while serving as a resource and primer, as much as inspiration, for students and the museum

staff and faculty training future professionals who will further develop future innovative approaches. Contributions by: Karen Coutts, Mike Deetsch, Nancy Enterline, Karen Gillenwater, Amy Gilman, Carl G. Hamm, Greg Hardison, Jill Hartz, Peter J. Kim, Vicky U. Lee, James G. Leventhal, Melissa A. Russo, and Irina Zeylikovich

Fundraising the SMART Way, + Website Ellen Bristol

2014-03-24 Effective fundraising - increasing donations while engaging more donors and lowering costs - requires a sound strategy that turns major roadblocks into minor hurdles that are easily overcome. It's not about trying harder, it's about working smarter. Fundraising the SMART Way provides the groundwork for a complete revamp of organizational fundraising systems.

### **Foundations in Europe**

Andreas Schlüter 2001 This book provides the first comprehensive survey of the foundation sector in Europe. It examines on a comparative

country-by-country basis the role of foundations in society and their legal framework, as well as issues of governance, organization and management. *Private Foundations* Paolo Panico 2014-03 *Private Foundations: Law and Practice* provides a rigorous review of the law of private foundations in both civil and common law jurisdictions. Offering a detailed analysis of the laws underpinning private foundations legislation, it is an invaluable guide for anyone involved in this developing area.

### **Die Stiftung als Instrument der Nachlassplanung**

Christian M. König 2019-01-04 Die Stiftung bürgerlichen Rechts gewinnt in der Praxis zunehmende Bedeutung als Instrument der Nachlassplanung. Im Zentrum der Überlegungen steht dabei meist das Anliegen, bedeutende Vermögensgüter wie etwa Gesellschaftsbeteiligungen, Immobilien und Kunstgegenstände über mehrere Generationen hinweg

in Familienhand zu belassen. Ausgehend von der Hypothese, dass das deutsche Pflichtteilsrecht derartigen Vorhaben enge Grenzen setzt, geht Christian M. König der Frage nach, welches Potenzial die Stiftung für die Familienvermögensplanung hat. Das mit Wirkung zum 1. Januar 2017 novellierte österreichische Pflichtteilsrecht sowie die Tatsache, dass die österreichische Privatstiftung ein weitverbreitetes Instrument zur Erhaltung von Familienvermögen darstellt, geben zudem Anlass für einen rechtsvergleichenden Blick mit einigen Überlegungen de lege ferenda zum deutschen Pflichtteilsrecht.

**Successful Fundraising** Joan Flanagan 2000 Describes the essential tools for effective fundraising, and provides planning guidelines, sample worksheets, and timetables

**Fundraising for the Genius** Linda Lysakowski 2014-02-23 Whether you are a "newbie" to fundraising or an experienced fundraiser concerned about shrinking funding sources,

Fundraising for the GENIUS will guide you every step of the way toward fundraising success. Thomas Edison famously said that "genius is one percent inspiration, ninety-nine percent perspiration." Reading this For the GENIUSTM book shows that you have the inspiration to master the art and science of fundraising. Linda Lysakowski, ACFRE, helps you with the perspiration part by showing you how to dramatically increase your fundraising results by employing tried-and-true methods used by the most successful nonprofits and institutions. Learn how to develop an integrated fundraising program that allows you to leverage your human and financial resources to create a strong organization. Fundraising for the GENIUS in this expanded Second Edition is a complete course in nonprofit fundraising. It will: Teach you to develop a sustainable fundraising program that will grow with your organization and allow you to fulfill your mission. Help you understand the world of philanthropy,

development, and fundraising (and to know the differences between each). Enable you to bring together your board, non-development staff, development staff and volunteers to create a powerful development team. Show you how to evaluate your success and plan for growth in your development program. Help you understand the value of planning in development. Show you how to develop a compelling case for support. Explain all the tools and methods available to you as a fundraiser and chose the ones that make the most sense for your organization. Provide tools for raising awareness of your organization in the community and building relationships that will help you succeed in your fundraising efforts. About the For the GENIUS Series The For the GENIUS series is a line of easy-to-understand books about literally any topic that people want to learn. GENIUS books are written for beginners, and those who are rusty and want a refresher. Readers receive a solid foundation in the



subject in a step-by-step progression from the fundamentals to more advanced aspects. They will enjoy the fun, upbeat, and first-person writing style. They will even find themselves entertained by the occasional sprinkled-in humor, and look forward to sidebars that enhance the discussion. Though written in a conversational style, GENIUS books are thorough and authoritative treatments of the subject. They are written by experts in the subject who want to share with others what they've learned. We Think Highly of Our Readers, Obviously! Though we admit to a bit of tongue-in-cheek fun in referring to our readers as geniuses, we do in fact think highly of them. We know that they are intelligent and knowledgeable about many subjects, just not necessarily on the subject of the GENIUS book they've just picked up. They know that, despite the title, our books are for pretty much everyone, not just "Einsteins"--though even some Einsteins will enjoy our books, too! We

celebrate the fact that our readers are inspired to learn a subject enough to pick up one of our books, which in turn inspires us to ensure, through plenty of perspiration at every step, excellence in producing them. Pure genius!

*Fundraising For Dummies* John Mutz 2011-03-08 Find out how to cultivate donors and solicit donations online Covers new changes in tax and philanthropy law Whether you're a small outfit or a big organization, you're competing for donors' dollars and time. This hands-on, vital guide shows you how to take full advantage of the strategies and resources available and advises you how to promote your cause, research potential donors, organize events, write winning grant proposals, and utilize the latest technology. Discover how to \* Define your group?s focus \* Create a viable plan \* Organize your board of directors \* Find and train volunteers \* Market via print and online \* Promote yourself with the media

## **History of the Law of**

**Charity, 1532-1827** Gareth Jones 1969-07-02 This book covers the period from the Reformation to the end of Lord Eldon's Chancellorship when the modern law of charity had taken a definite shape. Mr Jones shows how the contemporary religious, economic and social pressures moulded the substantive law and illustrates the importance of procedural considerations in defining the limits of legal charity.

Die Reine Unterhaltsstiftung

Karl-Alexander Neumann 2014-11-20 Diese Untersuchung befasst sich mit privatnutzigen reinen Unterhaltsstiftungen, die durch ihre Leistungen das Auskommen der Begünstigten sichern, ohne dass diese Leistungen einen Gemeinwohlbezug aufweisen. Der Autor fragt dabei aus einer rechtsvergleichenden Perspektive, ob reine Unterhaltsstiftungen ihrem Zweck nach mit der deutschen Gesamtrechtsordnung vereinbar sind. Er kommt dabei zu dem Ergebnis, dass diese wesentlichen Prinzipien der

Rechtsordnung widersprechen, etwa dem Gedanken der Generationengerechtigkeit sowie den Grundsätzen von Eigenverantwortung, Leistungsfähigkeit und Chancengleichheit. Dies folgt daraus, dass reinen Unterhaltsstiftungen das Merkmal der Gemeinwohlorientierung fehlt, mit welchem Stiftungen allgemein assoziiert werden." Law & Odeur Claire Guillemin 2016-02-02 Perfume litigations typically involve only trademark or packaging protection. The actual perfume hardly enjoys any legal attention although it is very often copied. The term "perfume" is ambiguous and designates the olfactory source as well as the olfactory form of the fragrance. Different perfume formulae can smell similar while similar formulae can produce different fragrances. The study analysed the applicability of patents, trademarks and copyright to fragrances. The Author has been advising since 2011 companies and associations of the fragrance industry.

## **Achieving Excellence in Fundraising** Eugene R. Tempel

2016-01-19 Achieving Excellence in Fundraising is the go-to reference for fundraising principles, concepts, and techniques. With comprehensive guidance toward the fundraising role, this book reflects the latest advances in fundraising knowledge. Coverage includes evolving technologies, the importance of high net worth donors, global fundraising perspectives, results analysis and performance evaluation, accountability, and credentialing, with contributions from noted experts in the field. You'll gain essential insight into the practice of fundraising and the fundraising cycle, reinforced by ancillary discussion questions, case studies, and additional readings. With contributions from members of The Fund Raising School and the faculty of Indiana University's Lilly Family School of Philanthropy, this new edition includes detailed guidance on nonprofit accounting practices as defined

by the Financial Accounting Standards Board and the American Institute of Certified Public Accountants, rounding out the complete, thorough coverage of the fundraising profession. Designed to provide both theory and practical knowledge, this book is an all-in-one resource for anyone who performs fundraising duties. Understand donor dynamics and craft an institutional development plan Explore essential marketing and solicitation techniques Learn effective volunteer recruitment, retention, and management strategies Fundraising merges a variety of fields including psychology, business management, accounting, and marketing, making it a unique role that requires a uniquely well rounded yet focused skillset. Amidst economic uncertainty and a widening wealth gap the world over, it's more important than ever for fundraisers to have a firm grasp on the tools at their disposal. Achieving Excellence in Fundraising is the ultimate guide to succeeding in this

critical role.

**International Commercial Arbitration** Stephan Balthasar 2021

**Fundraising Management**

Elaine Jay 2004-07-31 This is the first truly comprehensive guide to fundraising management, uniquely blending current academic knowledge with the best of professional practice. Much more than a how-to guide, it provides a detailed overview of modern fundraising planning and practice, and analyzes critical issues as well presenting practical tools for campaign planning. Campaigns discussed include high-profile examples from companies as diverse as RSPCA, Greenpeace, Barnados and the American Cancer Society, which illustrate the theories and bring the topic to life. A truly groundbreaking analysis, this text works through the planning stages of fundraising to give readers a rounded understanding of the topic, and is essential reading for students of fundraising and non-profit professionals alike.

**Comparative Corporate**

**Governance** Andreas M. Fleckner 2013-07-11 The business corporation is one of the greatest organizational inventions, but it creates risks both for shareholders and for third parties. To mitigate these risks, legislators, judges, and corporate lawyers have tried to learn from foreign experiences and adapt their regulatory regimes to them. In the last three decades, this approach has led to a stream of corporate and capital market law reforms unseen before. Corporate governance, the system by which companies are directed and controlled, is today a key topic for legislation, practice, and academia all over the world. Corporate scandals and financial crises have repeatedly highlighted the need to better understand the economic, social, political, and legal determinants of corporate governance in individual countries. Comparative Corporate Governance furthers this goal by bringing together current scholarship in law and economics with the expertise of local corporate governance

specialists from twenty-three countries.

Making Direct Response Fund Raising Pay Off Jerry Huntsinger 1992 Dozens of diagrammed fund-raising letters with specific examples of language, style, approach, content, and usage. This book gives you creative ideas and shows you how to make them work in your fund-raising efforts.

Boards That Make a Difference John Carver 2011-03-10 In this revised and updated third edition, Carver continues to debunk the entrenched beliefs and habits that hobble boards and to replace them with his innovative approach to effective governance. This proven model offers an empowering and fundamental redesign of the board role and emphasizes values, vision, empowerment of both the board and staff, and strategic ability to lead leaders. Policy Governance gives board members and staff a new approach to board job design, board-staff relationships, the role of the chief executive, performance monitoring, and

virtually every aspect of the board-management relationship. This latest edition has been updated and expanded to include explanatory diagrams that have been used by thousands of Carver's seminar participants. It also contains illustrative examples of Policy Governance model policies that have been created by real-world organizations. In addition, this third edition of Boards That Make a Difference includes a new chapter on model criticisms and the challenges of governance research.

### **Relationship Fundraising**

Ken Burnett 2002-10-31 Internationally acclaimed fundraising consultant Ken Burnett has completely revised and updated his classic book Relationship Fundraising to offer fundraising professionals an invaluable resource for learning the techniques of effective communication with donors in the twenty-first century. Filled with illustrative case histories, donor profiles, and more than two hundred action points, this groundbreaking book shows

fundraisers how to Implement creative approaches to relationship-building fundraising Avoid common fundraising errors and pitfalls Apply the vital ingredients for fundraising success Build good relationships through marketing Achieve a greater understanding of their donors Communicate effectively with donors--using direct mail, the press, television, the telephone, face-to-face contact, and more. Prepare for the challenges of twenty-first century fundraising

**The Worldwide Fundraiser's Handbook** Michael Norton

2009 Now in its third edition, this fully revised and updated edition is the essential fundraising handbook for the developing world (including Africa, Asia, Latin America and countries of Eastern Europe).

**Swiss Foundation Code**

**2015** Thomas Sprecher 2016

**European Comparative**

**Company Law** Mads Andenas

2009-07-30 Company law is undergoing fundamental change in Europe. All European countries have undertaken

extensive reform of their company legislation. Domestic reform has traditionally been driven by corporate failures or scandals. Initiatives to make corporate governance more effective are a feature of recent European law reform, as are measures to simplify and ease burdens on smaller and medium-sized businesses (SMEs). An increasing EU harmonisation is taking place through the Company Law Directives, and the free movement of companies is also facilitated by the case law of the European Court of Justice on the directives and the right to free movement and establishment in the EC Treaty. New European corporate forms such as the European Economic Interest Grouping (EEIG) and the European Company (SE) have added new dimensions. At a time of rapid development of EU and national company laws, this book will aid the understanding of an emerging discipline.

People to People Fundraising

Ted Hart 2007-12-21 Cutting-edge strategies, data, and

techniques from the world's foremost ePhilanthropy experts. Giving donors the chance to participate in and contribute to the success of a charity beyond the online gift is proving to be successful for many nonprofits. Find out how to make the most of your online fundraising efforts with the expert advice found in *People to People Fundraising: Social Networking and Web 2.0 for Charities*. Featuring a Foreword by James Austin of Harvard University, this hands-on guide is filled with creative ideas, techniques, and suggestions to help readers harness the power of social networking for your charity, including: Getting supporters to do more than give Evaluating your Web site Blogs — an important development in fundraising The power of celebrity in building communities How to leverage an individual supporter's social network Online marketing to ethnic and special interest communities How to influence single-gift Web donors to become monthly donors The opportunities and challenges of

multi-channel marketing Why ePhilanthropy succeeds — seven pillars of e-success Connecting with planned gift donors and prospects Buttons and banners on company Web sites Plus much more! Based on the authors' decades of combined real-life experiences plus scores of international case studies demonstrating ePhilanthropy success stories from around the world, *People to People Fundraising* provides a wealth of proven, practical techniques to help you boost your organization's success.

**Conducting a Successful Capital Campaign** Kent E. Dove 2000 "Conducting a Successful Capital Campaign" has been the definitive resource on capital campaigns for a decade. Now comes the new edition of this highly acclaimed guide--in expanded handbook format. Like the first edition, this one-of-a-kind resource presents an authoritative, systematic guide to every aspect of a capital campaign.

[A Higher Bid](#) Kathy Kingston 2015-04-27 Transform

fundraising events into long-term revenue with expert auction advice *A Higher Bid* is the nonprofit school and organization guide to planning and executing more exciting, more lucrative special event fundraisers. In this book, award-winning consultant, fundraiser, speaker, and professional auctioneer Kathy Kingston shares her proprietary and proven approaches to audience development, board empowerment, leadership succession, guest cultivation and engagement, and donor development. You'll learn how live auctions, special appeals, innovative icebreakers, silent auctions, and new technologies can help increase revenue, and how to execute these events in a way that translates to a stronger donor base for long-term giving. Kingston describes how to match the guest list and catalog for better results, and reveals the strategies professional auctioneers use to curate the right auction items and discover the right people to generate optimum revenue and engage donors. This book offers

a fresh approach to fundraising, showing you how charity benefit auctions can be made a centerpiece of fundraising special events to drive both short- and long-term fundraising goals while providing a fun and inspiring opportunity to generate awareness and keep supporters excited about the mission. Using Kingston's proven framework, you'll learn effective ways to: Strategically increase high-profit revenue streams Increase your organization's donor base Empower the board toward efficiency and productivity Engage supporters more deeply and keep them invested Donors are the lifeblood of any nonprofit organization, and sustainable revenue depends upon their high engagement and willingness to give. Well-executed benefit and charity auctions have proven to be effective fundraisers for nonprofits, associations, and schools of all types, and *A Higher Bid* is the expert guide to optimizing these special events for maximum impact.



## **The European Foundation**

2006-06-01 The European Commission is already preparing the future framework of not-for-profit organizations which will be available to Europeans. The aim of the European Foundation Project is to develop the legislative draft for the legal form of a European Foundation. A team of experts in comparative law from across Europe, commissioned by the Bertelsmann Foundation, the Compagnia di San Paolo, and the ZEIT-Stiftung Ebelin and Gerd Bucerius, has undertaken feasibility research, and developed a proposal. The resulting draft legislation is clearly presented here in a way which makes it easy for the reader to locate information on specific legal issues. The draft is supported by comprehensive explanatory chapters, as well as comparative chapters on each issue which cover European countries, the USA and China. This book lays the groundwork for policy and advocacy initiatives in the European foundation and the not-for-profit sector.

Ethical Fundraising Janice Gow Pettey 2008-06-30

**Friends for Life** Ken Burnett 1996

*Content Marketing for Nonprofits* Kivi Leroux Miller 2013-08-08 Nonprofits are communicating more often and in more ways than ever before . . .but is anyone paying attention? In her follow-up to *The Nonprofit Marketing Guide: High-Impact, Low-Cost Ways to Build Support for Your Good Cause*, Kivi Leroux Miller shows you how to design and implement a content marketing strategy that will attract people to your cause, rather than begging for their attention or interrupting them with your communications. You'll learn how to plan, create, share, and manage relevant and valuable content that inspires and motivates people to support your nonprofit in many different ways. Inside: Eye-opening look at how nonprofit marketing and fundraising is changing, and the perils of not quickly adapting Up-to-date guidance on communicating in a fast-paced, multichannel world How to

make big-picture strategic decisions about your content, followed by pragmatic and doable tactics on everything from editorial calendars to repurposing content Real-world examples from 100+ nonprofits

of all sizes and missions This book is your must-have guide to communicating so that you keep the supporters you already have, attract new ones, and together, change the world for the better.