

Bookshelf

Shortcuts to Survival, a Practical Fundraising Manual

JOYCE YONGE

In *Shortcuts to Survival, a Practical Fundraising Manual*, Joyce Yonge provides valuable practical information on fundraising from corporations, foundations and government sources. The book includes a description of such matters as the fundraisers job, choosing a professional fundraiser, organizing for effective fundraising, preparing a statement of objectives, an annual report and a fundraising proposal, developing a fundraising strategy, how to approach corporations and requesting funds by direct mail.

The book may be ordered from:

Shortcuts

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