



Major Donors: The Key to Successful Fundraising (Paperback)

By Robert M Zimmerman

Createspace, United States, 2006. Paperback. Book Condition: New. 224 x 147 mm. Language: English . Brand New Book ***** Print on Demand *****.A co-publication of Zimmerman-Lehman and Unlimited Publishing LLC, this book shows that the greatest gap between potential and reality in nonprofit fundraising is in the area of major donor solicitation. Every day organizations are sending letters to folks who could make contributions of \$50,000 or \$500,000 but only asking for \$50. Every organization should be thankful for small contributions from donors of modest means, but it is wise to keep in mind that 90 percent of donations to nonprofits come from 10 percent of the donors. It is no exaggeration to state that the principal reason to do any sort of individual donor appeal is to locate the relatively small number of contributors who have the ability to make a large gift.



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Reviews

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Penguin Putnam Inc, United States, 2004. Paperback. Book Condition: New. James Marshall (illustrator). Puffin Easy-To-Read ed.. 224 x 147 mm. Language: English . Brand New Book. Using their cache of already published easy-to-read books, Puffin launched their Easy-to-Read program. Favorite stories by...



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Scholastic US, United States, 1999. Paperback. Book Condition: New. Ken Marschall (illustrator). 224 x 147 mm. Language: English . Brand New Book. With inspiring and educational stories, Scholastic s Hello Reader series caters to the spectrum of reading abilities among beginning readers....



Fox at School: Level 3 (Paperback)

Penguin Young Readers Group, United States, 1993. Paperback. Book Condition: New. James Marshall (illustrator). Reissue. 224 x 147 mm. Language: English . Brand New Book. Using their cache of already published easy-to-read books, Puffin launched their Easy-to-Read program. Favorite stories by such...