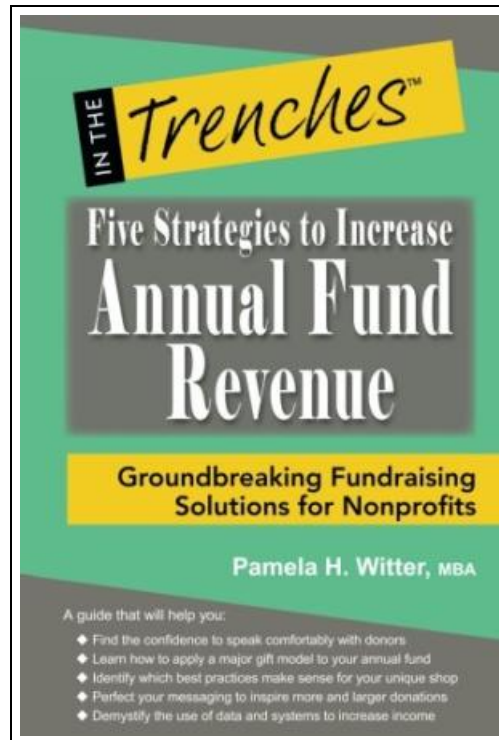


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FIVE STRATEGIES TO INCREASE ANNUAL FUND REVENUE: GROUNDBREAKING FUNDRAISING SOLUTIONS FOR NONPROFITS (PAPERBACK)



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Charitychannel LLC, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Starting, rescuing, or even improving an annual fund requires hard work and preparation. Sure, there are plenty of books showcasing tried-and-true methods to grow the donor base, increase revenue, retain donors, and reach project milestones. But there is nothing like hearing from an author who has mastered these methods (and more) through more than a decade of in-the-trenches experience. Wouldn't you like to learn from an experienced practitioner with a gift for breaking it down for you so that you can dive right in without wasting time? Pamela H. Witter, MBA, has brilliantly distilled down the entire process into five strategies that she uses to successfully grow the annual funds she manages. These strategies include perfecting messaging, utilizing data to improve systems, segmentation, relationship building, and best practices--all of which are laid out for you in Five Strategies to Increase Annual Fund Revenue. In Part One, Pam starts with a flyover, giving you a clear idea of where the annual fund fits with the other players such as major, leadership, and planned gifts. Since small, midsize, and large shops take different approaches in raising annual fund money, ranging from direct mail to event-based fundraising to phonathons and more, she discusses these approaches and where they best fit. Having laid the foundation, she wastes no time in describing how one team increased its annual fund revenue by 40 percent and uses this as a powerful springboard to the rest of the book. In Part Two, the author discusses the importance of aligning image with identity. In other words, branding. Pam then shows how to define your ask, increase responsiveness, and begin exploring data to put your best foot forward. She explains how to inspire...



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