



## **Critical Issues in Fund Raising (AFP/Wiley Fund Development Series) (The AFP/Wiley Fund Development Series)**

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Many forces from demographics to politics to business trends shape the nonprofit sector and the practice of fund-raising, but little attention has been given to the premises underlying many of the decisions fund-raisers make in their daily professional lives. This book examines the impact of different factors on this growing and changing field. Addresses the most pressing issues facing fund-raising professionals today. Discusses donors, innovative fund-raising, marketing, financial management, ethics, international philanthropy, and the fund-raising profession.

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