The Fundraising Reader

Edited by Beth Breeze, Donna Day Lafferty and Pamala Wiepking

The Fundraising Reader draws together essential literature establishing a one-stop body of knowledge that explains what fundraising is, and covers key concepts, principles and debates. The book shines a light on the experience of being a fundraiser and answers an urgent need to engage with the complexities of a facet of the non-profit sector that is often neglected or not properly understood.

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