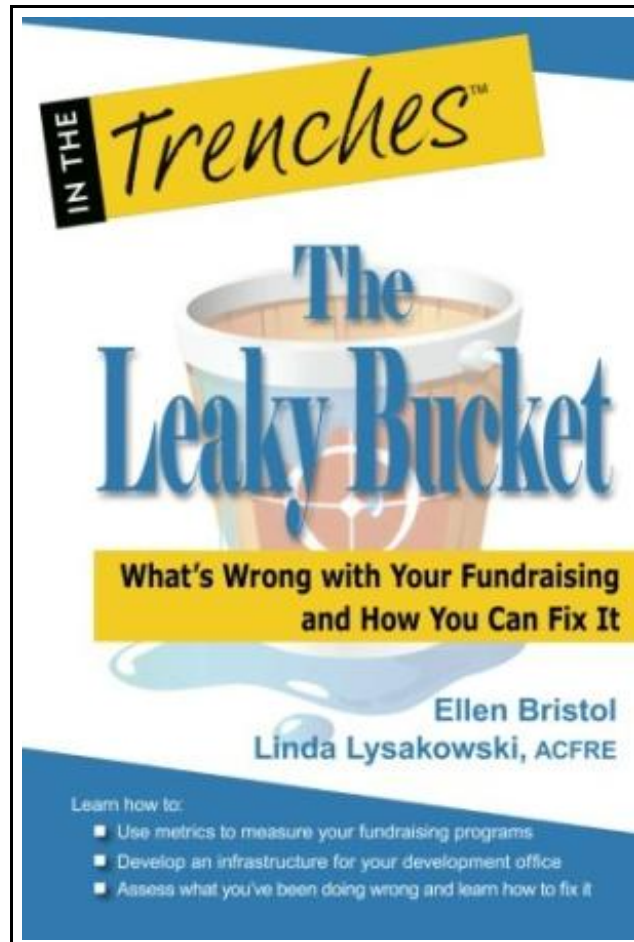


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(Gordon Kertzmann)*

THE LEAKY BUCKET: WHAT S WRONG WITH YOUR FUNDRAISING AND HOW YOU CAN FIX IT (PAPERBACK)



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Charitychannel LLC, United States, 2013. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.Even some of the finest fund development programs have leaks--pockets of inefficiency that, left unaddressed, will continue to reduce the support the nonprofit organization receives from its fundraising program. The Leaky Bucket: What s Wrong with Your Fundraising and How You Can Fix is a groundbreaking book that shows you how to find the leaks and plug them quickly and effectively. This book was inspired by coauthor Ellen Bristol s online assessment, the Leaky Bucket Assessment for Effective Fundraising. Ellen shares her expertise in ways to plan, manage, and improve fundraising performance based on the continuous improvement method. Linda Lysakowski, ACFRE, adds her 30-plus years of nonprofit experience as practitioner, consultant, multipublished author, and thought leader. These two powerful voices provide a wealth of insights into ways you just might be losing ground in your fundraising efforts, with guidance that shows you what you can do to improve results, right now and in the future. The authors provide some surprising insights from the Leaky Bucket survey, utilized as a springboard to the discussions throughout the book. Here are a few examples. Only about 23 percent of nonprofits make use of a documented ideal-donor profile. If that s you, you re at risk of wasting precious time and money on unqualified donor prospects. Only 27 percent track their donor renewal rates. If that s you, you might just miss out on major gifts from loyal donors. Only about 22 percent have an up-to-date case for support. Just 45 percent of respondents have a strategic plan. Only 56 percent use any form of donor-management software. This book is a must-read for every nonprofit fundraiser, senior executive, and board member....



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