



Major Gift Essentials: Everything You Need to Know to Secure Big Gifts

By Scott C. Stevenson

John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Major Gift Essentials: Everything You Need to Know to Secure Big Gifts, Scott C. Stevenson, Originally published by Stevenson, Inc., this practical resource presents nonprofit organizations with information on how to secure major gifts, including expert advice on how to identify and approach donors and tips, techniques, and best practices for soliciting major gifts. Important topics covered include: Pursuing estate gifts Assessing donor preferences Leveraging existing endowments Naming opportunities Promoting bequests Soliciting major gifts Strategies for first-time donors Donor communication Capital campaigns Endowment agreements Leveraging board members Accountability Cumulative giving Financial assessment Donor referrals Please note that some content featured in the original version of this title has been removed in this published version due to permissions issues.



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