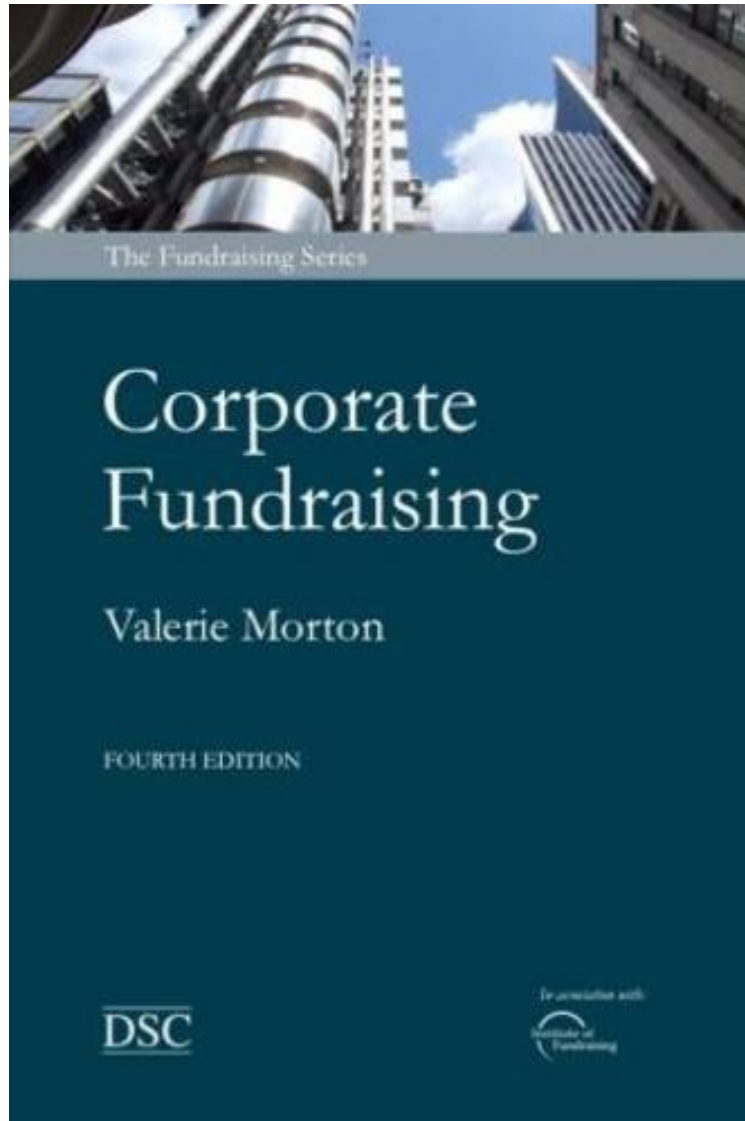


[Download free ebook] Corporate Fundraising (Fundraising Series)

Corporate Fundraising (Fundraising Series)

Valerie Morton

*ebooks | Download PDF | *ePub | DOC | audiobook*



DOWNLOAD



+

READ ONLINE

#3594289 in Books 2012-05-01 Original language: English 9.21 x .39 x 6.141, .0 #File Name:
1906294585224 pages | File size: 34.Mb

Valerie Morton : Corporate Fundraising (Fundraising Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Corporate Fundraising (Fundraising Series):

Now in its 4th edition, this firmly established title on corporate fundraising is the definitive read on the subject. Everything you need to know is here - from theory to practice, strategy to legalities, top tips to fine detail. This edition

has been fully revised and updated with contributions from practising experts in the field making it essential reading for both new and experienced fundraisers. It is for: Fundraisers who are contemplating adding corporate fundraising to their mix; newly appointed corporate fundraisers; existing corporate fundraisers; senior managers and trustees.

'Whether novice or veteran, this latest edition inspires and offers robust benchmarks to assess our strategies and approaches.' Paul Farthing, Legacy Fundraising and Corporate Partnerships Director, Cancer Research UK
About the Author Valerie Morton is a 'career' fundraiser, having joined the profession straight from University. She has held senior management roles in charities such as Help the Aged, NSPCC and RNIB. Her extensive experience in corporate fundraising began at NSPCC where she was responsible for both the first one million pound company adoption of a charity with Asda and the development of a substantial stream of income from the then newly introduced payroll giving scheme. In her current role as a fundraiser and consultant, Valerie has worked with many clients to develop innovative corporate partnerships and to maximise income from corporate relationships. Valerie combines her role in the voluntary sector with being a Non Executive Director at East of England Strategic Health Authority and contributing to numerous voluntary Boards and Committees.