

Online Fundraisers

Targeted Planning and Successful Implementation

Ladenpreis: 71,49EUR

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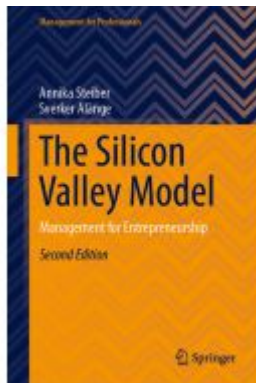
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Details

This book is intended as a practical guide for (online) fundraisers who would like to implement online fundraising in their organization or are already working with it and would like to expand their knowledge. Numerous best practice examples and empirical findings from an underlying study explain the various management and marketing aspects of the fundraising product. Which distribution and communication channels are suitable? How can the different target groups be addressed precisely? How can initiators and campaign donors be bound for further campaigns? These and other questions are answered comprehensively.

A "need to read" for all fundraisers, fundraising organizations, and NPOs looking to conduct online fundraisers!

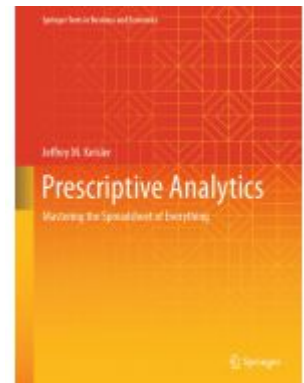
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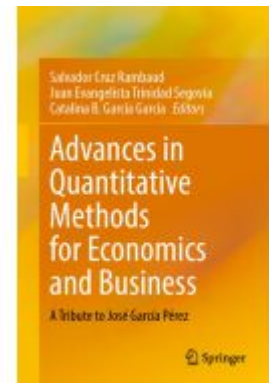
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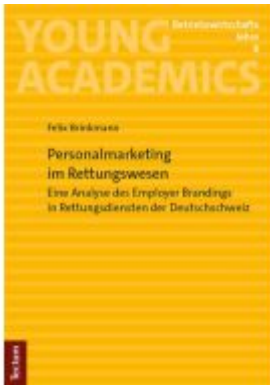
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