



# Fundraising Management: Analysis, Planning and Practice

*Elaine Jay, Adrian Sargeant*

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This is the first truly comprehensive guide to fundraising management, uniquely blending current academic knowledge with the best of professional practice. Much more than a how-to guide, it provides a detailed overview of modern fundraising planning and practice, and analyzes critical issues as well presenting practical tools for campaign planning.

Campaigns discussed include high-profile examples from companies as diverse as RSPCA, Greenpeace, Barnados and the American Cancer Society, which illustrate the theories and bring the topic to life. A truly groundbreaking analysis, this text works through the planning stages of fundraising to give readers a rounded understanding of the topic, and is essential reading for students of fundraising and non-profit professionals alike.

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