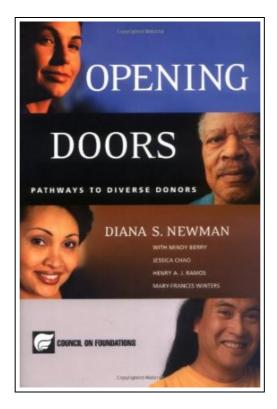
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Reviews

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John Wiley Sons Inc, United States, 2002. Hardback. Condition: New. Language: English. Brand New Book. Winner of the 2002 Skystone Ryan Research Prize from the Association of Fundraising Professionals. Sponsored by the prestigious Council on Foundations, Opening Doors is a down-to-earth guide for fundraising practitioners who want to broaden their funding base and reach new donors or improve the diversity of their existing development programs. Based in solid research, Opening Doors provides information about the cultural and charitable practices of four broad groups: African Americans, Asian Americans, Latinos, and Native Americans. It is filled with illustrative personal stories, real-life examples, and proven strategies. In addition, this hands-on resource: Helps readers understand the rich philanthropic traditions in diverse American populationsShows how to encourage prospects to become donors through personal meetings, house parties, special events, and direct mailPresents practical ideas for seeking gifts from business owners of diverse cultural backgroundsDescribes ap propriate and effective ways to encourage small donors to become large donors.



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