



## Hank Rosso's Achieving Excellence in Fund Raising

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This thoroughly revised and updated edition of the classic book in the field provides a conceptual foundation for the fund raising profession. "Hank Rosso's Achieving Excellence in Fund Raising" examines the profession's principles, strategies, and methods and is filled with practical examples. Guided by the enduring philosophy of fund raising master Henry A. Rosso, contributors explain the reasoning behind the planning and selection of strategies for all fund raising activities, including building your case for support, approaching donors, managing campaigns, and demonstrating stewardship.

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