



Fundraising, Sponsoring und Spenden für Dummies (German Edition)

John Mutz, Katherine Murray

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Gemeinnützige Organisationen nehmen immer häufiger Fundraiser ins Boot, um Mittel zu beschaffen. "Fundraising, Sponsoring und Spenden für Dummies" führt Sie in das Fundraising ein und begleitet Sie bei der Vorbereitung, Erstellung, Umsetzung und Bewertung eines Fundraising-Systems. Wie entwickeln Sie als Fundraiser einen Fundraising-Plan? Wie präsentieren Sie Ihr Anliegen überzeugend vor potenziellen Spendern? Wie finden Sie Spender und wie gewinnen Sie sie für Ihre Spendenaktion? Die Autoren zeigen Ihnen, welche Hilfsmittel und Kampagnen Ihnen zum Fundraising und Sponsoring zur Verfügung stehen, wie Sie ehrenamtliche Mitarbeiter suchen und finden, wie Sie für Ihre Organisation werben und wie Sie das Internet beim Fundraising nutzen können.

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