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Excellence in Fundraising in Canada: The Definitive Resource for Canadian Fundraisers

Guy Mallabone et al

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A true collaboration of thought and ideas, 'Excellence in Fundraising in Canada' is designed to help practitioners learn about best practice and put the ideas into action. It contributes a uniquely Canadian perspective to the body of fundraising knowledge that exists, and includes contributions from 22 Canadian fundraising professionals, all leaders in their field – each providing a contribution with a Canadian point of view, and a Canadian perspective. Each chapter addresses and contributes to an aspect of a total development program, and the reader can pick and choose from specific chapters they wish to access, each cross-referenced to other chapters. 'Excellence' will make an ideal textbook for college, university, and community courses on fundraising and resource development, and will serve as a valuable resource for both new professionals and those in mid-career who may have a strength in one area of development, but not another. In 'Excellence' the authors have brought the Canadian perspective to the professional practice of fundraising.

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