



Conducting a Successful Capital Campaign: A Comprehensive Fundraising Guide for Nonprofit Organizations (Management Series/Higher Education Series)

Kent E. Dove

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An authoritative, systematic guide to planning and managing a successful capital campaign in any type of nonprofit organization. Dove draws on his extensive experience as a fund raising manager and consultant to offer winning strategies and formulas for streamlining the fund raising process and maximizing results. He offers practical, how-to advice for handling all phases of capital campaigns?from conducting an initial market analysis and getting board members involved to soliciting donors and ensuring ongoing commitment of key people. He identifies the key principles of a capital campaign?small or large, regional or national, and shows how these principles can be applied in any type of nonprofit organization.

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