



Prospect Research: A Primer For Growing Nonprofits

Cecilia Hogan

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Prospect Research: A Primer for Growing Nonprofits, Second Edition is a detailed guide to expanding your donor base by implementing an advancement research plan. Written by a prospect researcher, this unique book provides you with the tips you need to find your next major gift donors. Novice and experienced researchers as well as fundraisers will appreciate this updated edition that focuses on prospect researching and the art of identifying and qualifying potential donors to nonprofit organizations. In addition to a detailed introduction to each step of prospect researching, the text includes sample forms and information on policies and procedures.

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