



The Fundraising Feasibility Study: It's Not About the Money (AFP Fund Development Series)

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The Fundraising Feasibility Study

It's Not About the Money

"This in-depth and accessible collection of essays by fundraising experts goes a long way in demystifying the capital campaign feasibility study. . . . It is a must read for administrators and trustees of any charitable organization considering embarking on a capital campaign."

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RSF Innovations in Social Finance

"At last, a book that tells all about a pre-campaign development planning study (aka feasibility study). From the role of the organization and its board to the role of the consultant and development staff, this book documents how readiness is the path to success If you've always wondered how conclusions are drawn, findings explained, and recommendations developed, read this book. It's all here."

-James M. Greenfield, ACFRE, FHP,

author, Fund Raising: Evaluating and Managing the Fund Development Process and Fundraising Fundamentals and editor, The Nonprofit Handbook: Fund Raising, Third Edition

"The Fundraising Feasibility Study provides fundamental information on one of the most important, if little understood, elements of successful fundraising. Written by a cadre of the most experienced and knowledgeable professionals in the field, it offers insights and useful information that will be valuable to practitioners and scholars alike."

-James P. Gelatt, PHD,

Professor, Graduate School of Management & Technology
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