

**NONPROFIT ESSENTIALS: THE DEVELOPMENT PLAN
(THE AFP/WILEY FUND DEVELOPMENT SERIES)**

Lanette Lynn Nard

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Series. New York: Wiley Publishers, Hogan, Cecilia. Nonprofit Essentials: The Development Plan (AFP Fund Development Series). New York: Wiley.

Part of the AFP/Wiley Fund Development Series, Nonprofit Essentials: Major Gifts is a professional guide to major Nonprofit Essentials: The Development Plan.

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Annual giving strategies will include several different fundraising methods such as grant research and proposal writing, special events, direct mail, telephone solicitation appeal, corporate and business appeal, and individual solicitation. In the development office, there should always be an annual work plan that serves to help the department plan its day-to-day activities.

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A fresh step-by-step guide for identifying your nonprofit's planned giving prospects and inspiring them to give generously. In marketing our planned giving programs we traditionally focus on promoting the organization, then we spotlight the donors. Inform the firm of your final choice and set up meeting to negotiate contract.

Pointsoutareasonwhichtheorganizationneedstofocus.The board should also be involved in setting goals and must understand the part they will play in implementing the plan. Its tips and real-world scenario sections help to make the case that organizations must take the time to plan adequately if they want to be successful.