



Fistfuls of Dollars: Fact and Fantasy About Corporate Charitable Giving

Linda M. Zukowski

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A practical guide for non-profit organizations seeking corporate funding for their programs. Based on interviews with over 35 corporate managers who are responsible for making the decisions to fund non-profit organizations, this book provides a "behind the scenes tour" of corporate philanthropy. It offers suggestions for gaining corporate interest in your non-profit programs, and identifies the biggest mistakes made by non-profit organizations seeking corporate funding and ways to avoid them. This is a "how to" book specifically designed to guide you through the process of writing a successful corporate proposal and attracting corporate support. Also included are more than ten pages of resources for researching corporations including periodicals, directories and internet sites. Purchase of the book entitles the buyer to a free proposal critique. Details are explained in the book's appendix.

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