



Major Donor Game Plan

By Patrick G. McLaughlin

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Winning with your major donors starts with a great game plan and team. It's not rocket science, it's all about Relationships. This book will show you how a game plan involving the 6 R's (Moves Management made easy) can make an immediate impact on your annual, capital, and endowment funding needs. Learn how to walk through each stage of the game, from Research to Reporting, with your major donor prospects and suspects. Review practical, real life experiences of how this plan has worked for organizations around the world. In this book, Pat shares from 30 years of experience with hundreds of major donor presentations from more than 1,500 clients.

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Major Donor Game Plan By Patrick G. McLaughlin Bibliography

- Rank: #643144 in Books
- Brand: Brand: The Timothy Group, Inc.
- Published on: 2006
- Number of items: 1
- Binding: Paperback
- 182 pages

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