Fundraising When Money Is Tight: A Strategic and Practical Guide to Surviving Tough Times and Thriving in the Future
Mal Warwick

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**DESCRIPTION**

A Nonprofit Survival Kit for Hard Times

"This is a must-read for all of us in fundraising. Mal Warwick includes practical approaches for difficult economic times, from zero-based thinking about our programs to strategies for relating to our donors and making certain our fundraising programs are prepared to succeed not only now but when the economy recovers."

—Eugene R. Tempel, president, Indiana University Foundation

"Brilliant! No nonprofit organization can afford to ignore the insightful advice Mal Warwick offers in this concise and eminently readable book. It's practical, down-to-earth, and addresses the complex, real-world challenges of raising money in tough times."

—Ben Jealous, president, NAACP

"Fundraising When Money Is Tight is an important book in a difficult time for all. This is the right book for anyone who is committed to advancing the public good."

—Jane Wales, founder, Global Philanthropy Forum, and vice president, Aspen Institute

"This is a must-read book by any fundraising manager. It's timely, it's a good read, and the moment I put it down I made sure my managers got focused, got real, and got with the project today."

—Mark Astarita, director of fundraising, British Red Cross
"Mal Warwick will leave you with a focusing framework and dozens of practical, immediately actionable how-tos. It is hard to imagine anyone in the citizen sector who will not breathe easier after reading this book."
—Bill Drayton, CEO, Ashoka, and chair, Youth Venture

ABOUT THE AUTHOR

The Author: Mal Warwick has been raising money professionally since 1979. He has written or edited 18 previous books including How to Write Successful Fundraising Letters, The Five Strategies for Fundraising Success, and Fundraising on the Internet. He teaches fundraising throughout the world. Find more information on Mal and his books at www.malwarwick.com and www.josseybass.com/go/warwick.

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SERIES

The Mal Warwick Fundraising Series

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