



Successful Fund Raising for Higher Education: The Advancement of Learning (American Council on Education)

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Successful Fund Raising is a compilation of essays by university presidents and chief advancement officers who share their fundraising successes and demonstrate the importance of a team effort among the campus chief executive officer, the trustees, and the senior staff officer in charge of the advancement program. The authors discuss how the advancement function is integrated into an institution's ongoing planning process, as well as the respective roles and responsibilities of key players in this process. The contributing authors also share specific information about their advancement programs, including their goals, strategies, and tactics. The successful programs covered in this book will serve as valuable models for institutions that are developing and refining their own funding activities.

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