



Nonprofit Essentials: The Capital Campaign

By Walker, Julia I.

Wiley, 2004. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: "I have not come across a better book on the overall strategy and techniques necessary for the planning and implementation of a capital campaign. Ms. Walker covers all of the bases in a clear and concise manner that will benefit many organizations, especially those embarking on their first campaign. This book is an excellent tool for the senior development officer or executive director who may have conducted several campaigns. The examples of new trends in philanthropy and management tools for endowment are very helpful." --Gordon H. "Nick" Mueller, Ph.D. President & CEO The National D-Day Museum, America's National World War II Museum "Walker's book offers the rare and wonderful combination of both sophistication and simplicity. It is sophisticated in the depth of experience and knowledge it reflects yet simple to read and easy to use. Every beginner should read it for the strategic overview and 'dog ear' it for future referral on specific dilemmas. Every old work horse in the business should peruse it, marking those places Walker tells us what is changing and how to react to it."-- Martha W. Gilliland, Ph.D. Chancellor University of...



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