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Conducting a Successful Major Gifts and Planned Giving Program: A Comprehensive Guide and Resource

Kent E. Dove, Alan M. Spears, Thomas W. Herbert

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Conducting a Successful Major Gifts and Planned Giving Program--the fifth volume in the groundbreaking Dove on Fundraising Series--is a complete guide to establishing and sustaining a major gifts and planned giving program in a nonprofit organization. Written by master fundraiser Kent E. Dove and coauthors Alan M. Spears and Thomas W. Herbert, this essential resource includes the information needed to build a viable major gifts and planning giving program and offers a clear understanding of the law as it pertains to a variety of planned giving options.

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