

The Maximized Annual Campaign: The Ultimate Guide to Fundraising Success

Are you ready to take your annual campaign to the next level? Dana Bratton's new book, *The Maximized Annual Campaign*, is the essential guide to help you do just that.



The Maximized Annual Campaign by Dana Bratton

★★★★☆ 4.8 out of 5

Language	: English
File size	: 2357 KB
Text-to-Speech	: Enabled
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 93 pages
Lending	: Enabled
Screen Reader	: Supported



Bratton, a renowned fundraising expert with over 30 years of experience, has packed this book with everything you need to know to plan, execute, and evaluate a successful annual campaign. From setting realistic goals to developing a compelling case for support, Bratton covers all the bases.

The *Maximized Annual Campaign* is divided into three parts:

1. **Part One: Planning Your Campaign**
2. **Part Two: Executing Your Campaign**
3. **Part Three: Evaluating Your Campaign**

In Part One, Bratton helps you lay the foundation for a successful campaign. You'll learn how to:

- Set realistic and attainable goals
- Develop a compelling case for support
- Identify and cultivate your target audience
- Create a campaign budget
- Develop a timeline for your campaign

In Part Two, Bratton walks you through the steps of executing a successful campaign. You'll learn how to:

- Create and implement a marketing and communications plan
- Solicit gifts from individuals, corporations, and foundations
- Manage your campaign team
- Track your progress and make adjustments as needed

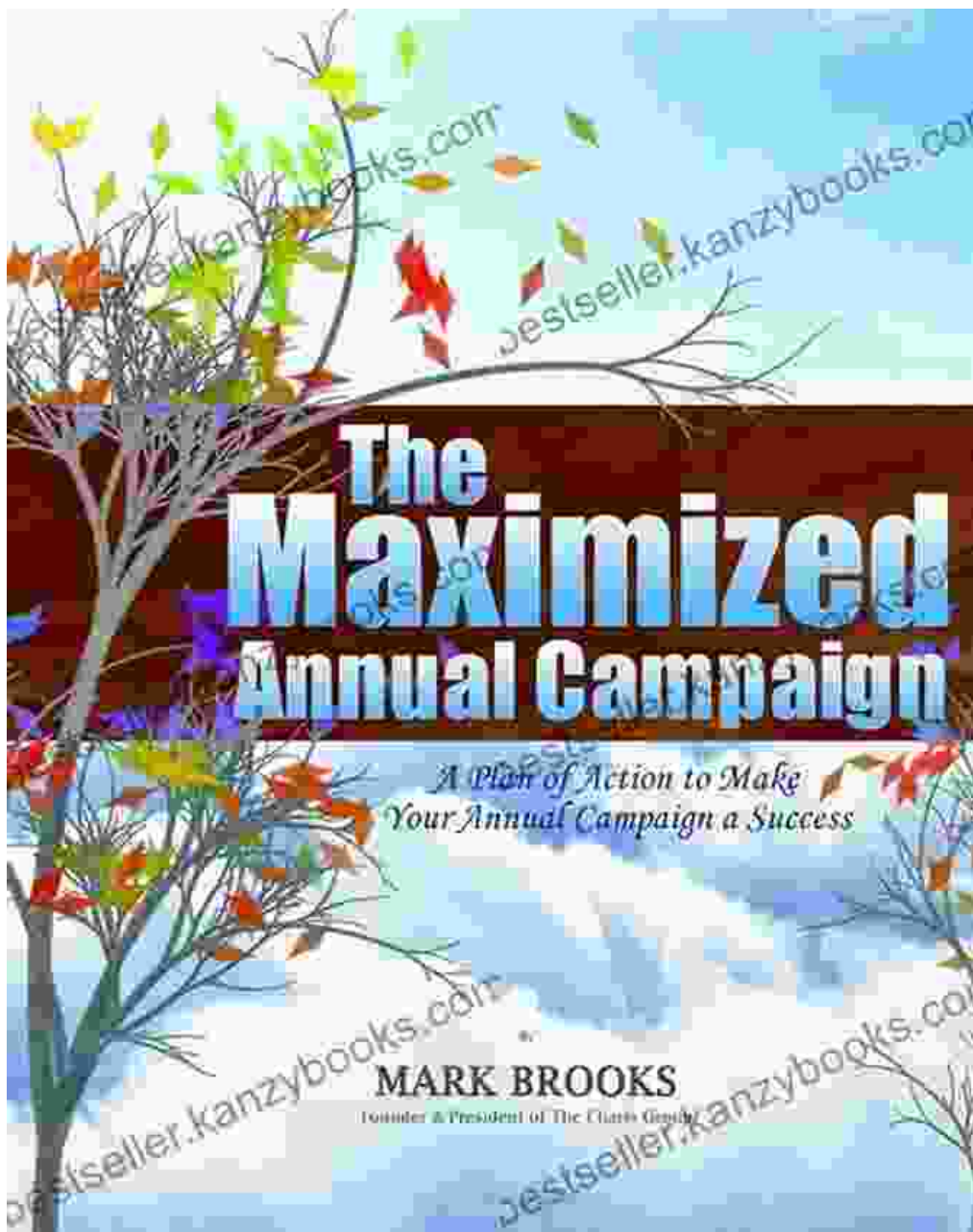
In Part Three, Bratton helps you evaluate your campaign's success. You'll learn how to:

- Measure your results against your goals
- Identify areas for improvement
- Plan for future campaigns

The Maximized Annual Campaign is packed with practical advice, real-world examples, and worksheets to help you implement Bratton's

strategies. Whether you're a seasoned fundraising professional or just starting out, this book is a valuable resource that will help you take your annual campaign to the next level.

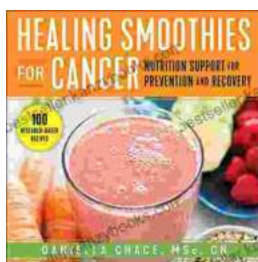
Free Download your copy of The Maximized Annual Campaign today and start maximizing your fundraising success!



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