



a professional, a student, or an educator.

Think Big! Texas A&M University Press

Equips pharmacy professionals with the tools necessary to advance their practice through public relations. The first book designed specifically for pharmacists, it explains how to work with the media; how to write news releases, public service announcements, and op-ed pieces; how to prepare for media interviews; how to work with PR agencies; and how to become involved in the community. The book contains lists of public relations do's and don'ts, points to consider, and tips for succeeding. Examples of successful PR activities and campaign and sample news release, public service announcement, op-ed article, and media pitch letter are also included.

Charitable Contributions John Wiley & Sons

Healthy and Sustainable Fundraising Activities offers a range of nonfood, ecofriendly, and physically active fundraising

alternatives to conventional food and product sales. Clear and complete explanations in the text provide the necessary information and tools to help the even inexperienced fundraisers organize successful ecofriendly and health-inspired fundraisers in the community.

124 High-Impact Letters for Busy Principals Atlantic Publishing Company

All your nonprofit needs to engage donors and raise funds. This easy-to-read book combines the author's legal and fundraising experience with advice and stories from over 50 experienced fundraisers. Offers practical guidance on all types of fundraising that a new or small to mid-size nonprofit can best make use of, including working with individual donors, planning special events, soliciting grants from foundations and corporations, using the Web and social media, and more. Includes handy worksheets and sample letters.

**Effective Fundraising for Nonprofits** John Wiley & Sons

Find out how to cultivate donors and solicit donations online Covers new changes in tax and philanthropy law Whether you're a small outfit or a big organization, you're competing for donors' dollars and time. This hands-on, vital guide shows you how to take full advantage of the strategies and resources available and advises you how to promote your cause, research potential donors, organize events, write winning grant proposals, and utilize the latest technology. Discover how to \* Define your group's focus \* Create a viable plan \* Organize your board of directors \* Find and train volunteers \* Market via print and online \* Promote yourself with the media

New York Sportsman Human Kinetics

Over 100 new original and unique fundraising ideas for nonprofits across the globe. All new Fundraisers that have never been seen before and come complete with sample logos and instructions on how to implement the idea and hold the charity event.