



# **The Professionals' Guide to Fund Raising, Corporate Giving, and Philanthropy: People Give to People**

*Linda Adams Chau*

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A guide for professionals and aspiring professionals, staff members, and volunteers alike, this is a concise, readable, overview of fund raising activities in the not-for-profit sector. The author is a former Contributions Analyst at Pennzoil. She contributes insights gleaned through her considerable experience in the field, providing an unusually comprehensive survey of the many facets of fund raising and philanthropy. Adams-Chau begins by describing the characteristics, legal status, and professional organizations of the not-for-profit, independent sector. Subsequent chapters examine specific fund raising targets and fund raising organizations: individuals, corporations, foundations, the United Way, and religious fund raising. The author describes what motivates contributions, the effects of the 1986 Tax Act, ethical considerations, and types of contributions. She includes professional resumes of the key individuals involved: a board member, a corporate contributions executive, and a national foundation executive, a national United Way executive, and a denominational leader. The final chapter details how to write and evaluate grant proposals. The bibliography lists important sources of information including computer software.

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