



Fundraising Analytics: Using Data to Guide Strategy (The AFP/Wiley Fund Development Series)

Joshua M. Birkholz

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Fundraising Analytics: Using Data to Guide Strategy Fundraising Analytics shows you how to turn your nonprofit's organizational data with an appropriate focus on donors into actionable knowledge. The result? A vibrant, donor-centered nonprofit organization that makes maximum use of data to reveal the unique diversity of its donors. It provides step-by-step instructions for understanding your constituents, developing metrics to gauge and guide your success, and much more.

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