



Prospecting for Benefactors: How to find major donors to support your school

Mathew Iredale

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In this ground-breaking book, experienced fundraiser Mathew Iredale sets out in a clear, concise style the step-by-step approach required to identify and research those alumni and parents who will want to support YOUR school with a major gift. Aimed at both state and independent schools in the UK, this highly readable, highly practical book is a must for any school wishing to raise money through their wealthy alumni and parents. Whether you are an established Development Office or new to fundraising and needing to know where to start, this is the book for you. Packed with information, insight, tips and tried and tested practical advice, *Prospecting for Benefactors* will enhance and increase your fundraising potential.

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