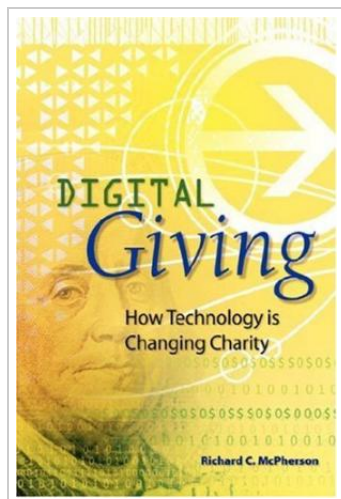




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Digital Giving: How Technology Is Changing Charity

By Richard C McPherson

iUniverse, United States, 2007. Paperback. Book Condition: New. 224 x 155 mm. Language: English . Brand New Book ***** Print on Demand *****. I've seen the future; it's previewed in Digital Giving. You can either be scared or ignorant of what's coming, or learn how to love and use it. The difference is just the cost of this book and the time it takes for you to extract from it what will really matter. -Ken Burnett, author, Relationship Fundraising and The Zen of Fundraising With stories that leave you shaking your head . Digital Giving is a must read to compete in philanthropy in the 21st Century. -Chuck Longfield, Chief Scientist, Blackbaud The direction that technology is taking fundraising is one that requires immediate understanding. Digital Giving is a great introduction . A must read for we who are not tech savvy! -R. Andrew Swinney, President, The Philadelphia Foundation Digital Giving challenges nonprofit leaders to engage with donors in a way unimaginable just a few years ago. -Paula Kerger, President, PBS A well-written, insightful book that brings together some of the most exciting new media practices. A wonderful book. Read Digital Giving and take action! -Bernard...



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