

Strategisches Fundraising (NPO-Management) (German Edition)



Weil der überschuldete Staat sich aus vielen Aufgabenfeldern zurückzieht, suchen immer mehr Organisationen nach privaten Förderern. Christian Gahrmann entwickelt ein Konzept eines strategischen Fundraisings, mit dem es Nonprofit-Organisationen gelingt, Spender als Kunden zu gewinnen und langfristige Erfolgspotentiale aufzubauen. Unter Berücksichtigung der Eigenheiten des Spendenmarktes überträgt er die Instrumente des strategischen Marketings aus der Unternehmenswelt auf den gemeinnützigen Sektor. Den bisherigen Sichtweisen der Beschaffungs- und Beziehungsorientierung im Fundraising stellt der Autor eine dritte, marktorientierte Fundraising-Philosophie zur Seite.

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