



## Iceberg Philanthropy (Paperback)

By Fraser Green

Booksurge Publishing, United States, 2007. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Iceberg Philanthropy turns traditional planned giving on its head by showing fundraisers how very ordinary donors are making extraordinary gifts to charity in their wills. With a powerful synergy of major gift strategy and direct marketing tactics, Iceberg Philanthropy shows fundraisers how to extend their reach way beyond previous planned giving frontiers. A must read for any fundraiser with an imagination and a sense of humour!.



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