



## Digital Giving: How Technology Is Changing Charity (Paperback)

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 the some of the most exciting new media practices. A wonderful book. Read Digital Giving and take action! -Bernard...



**READ ONLINE**  
[ 6.68 MB ]

### Reviews

*Comprehensive guide for pdf fanatics. Sure, it really is play, nevertheless an interesting and amazing literature. I discovered this publication from my dad and i suggested this ebook to learn.*

-- Ms. Isobel Rosenbaum I

*Undoubtedly, this is actually the very best job by any writer. It is loaded with wisdom and knowledge You will not really feel monotony at anytime of your respective time (that's what catalogs are for concerning when you check with me).*

-- Prof. Lawson Stokes IV