

Excellence in Fundraising in Canada, Volume 2 Table of Contents

<u>Chapter</u>	<u>Author</u>
FOREWORD	Eric Newell
PREFACE	Guy Mallabone
1 History of Fundraising in Canada	Patricia Hardy
2 HR in Fundraising	Tim McConnell
3 Small Shops	Ligia Pena
4 Measuring Performance	Karen Van Sacker
5 Organizational Culture	Kelly Morris and Andrea Morris
6 Diversity in Fundraising	Krishan Mehta and Deborah Greenfield
7 Advocacy	Christopher F. Holz
8 Telemarketing	Dan Abraham
9 International Fundraising	Cathy Daminato
10 Charitable Gaming	Ted Garrard
11 Sponsorship	Brent Barootes
12 Creative in Fundraising	John VanDuzer
13 Communication Strategies with Major Gift Donors	Anne (Coyle) Melanson
14 Social Fundraising	James Howe
15 Philanthropic Naming	Vincent E. Duckworth
16 Entrepreneurial Fundraising	Kathryn Babcock
17 Grant Writing	Rob Peacock
18 The Charity in Business	John Baker and John Pepin
INDEX	