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paradigm shift means changing the learning culture in fundraising. One of the predominant ways that fundraisers learn about fundraising is through learning from each other at conferences

THEORY OF CHANGE FOR FUNDRAISING

Below is the set of principles that our fundraisers strive to embody as we raise money for the movement: Fundraising is organizing . Whether it means mobilizing thousands of people to give in small amounts or moving large checks from the monied to the movement, fundraising is about organizing people and organizing money.

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