



Reinventing Fundraising: Realizing the Potential of Women's Philanthropy (Jossey-Bass Nonprofit Sector)

Sondra Shaw-Hardy, Martha A. Taylor

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Practical and incisive, *Reinventing Fundraising* rejects the notion that women make unenlightened philanthropists. Shaw and Taylor draw from interviews, focus groups, and discussion with more than 150 women philanthropists and scores of development professionals to identify model programs that focus on women's giving. Besides showing the rich history of American women's philanthropy, the authors outline new program models that organizations can tailor to their own female constituents.

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