

Filthy Rich: And Other Non-Profit Fantasies

Richard Steckel



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When FILTHY RICH was first published in 1989, there were close to one million nonprofit organizations competing for cash to fund projects. Today, that number has more than doubled, and the competition for funding is as fierce as ever. While nonprofits' philanthropical outlook may distinguish them from their for-profit counterparts, they still have to keep an eye on the bottom line if they are to keep their projects funded and successful. In this revised and updated guide to running a nonprofit, Dr. Richard Steckel explains that, just like the most visionary venture capitalist, nonprofits must channel their dreams of grandeur into a goal-oriented, entrepreneurial organization. Follow Dr. Steckel's realistic, step-by-step plan to develop a strong vision, get your message heard, and make money to keep your nonprofit alive!

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