

Erfolgsfaktoren Eines Strategischen Fundraisings In Christlichen Organisationen - Anja Kaltenmeier

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Das Fundraising in Deutschland ist im Vergleich zu den USA und Großbritannien im Anfangsstadium der Entwicklung und hat noch große Entwicklungspotentiale. In Deutschland muss seit einigen Jahren gelernt werden, dass der Staat nicht dazu in der Lage ist, für alle humanitären und karitativen Projekte die finanziellen Mittel aufzubringen. Die Organisationen sind immer stärker darauf angewiesen, selbst die notwendigen Mittel zu beschaffen. Die Organisationen müssen das Fundraising heutzutage professioneller betreiben als noch vor einigen Jahren, da der Konkurrenzdruck immer größer geworden ist. Der Schwerpunkt dieser Arbeit ist die Ermittlung der Faktoren, die das strategische Fundraising für kirchliche und soziale Organisationen positiv beeinflussen. Das Ziel des Fundraisings ist es, neue Unterstützer für eine Organisation zu gewinnen und die bereits vorhandenen enger zu binden. Je enger die Bindung zum Spender ist, desto größer ist die Wahrscheinlichkeit, dass er die Organisation weiterhin mit Spenden unterstützt. Daher sind auch die ermittelten Erfolgsfaktoren auf die Spenderbindung durch eine zielgerichtete Ansprache ausgerichtet. Zudem ist eine Analyse und Kontrolle der Fundraising-Ergebnisse für eine langfristige Optimierung der Maßnahmen erforderlich. Durch zielgerichtete, erfolgsorientierte Fundraising-Maßnahmen hat eine Organisation auf dem wachsenden Markt der Nonprofit-Organisationen weiterhin die Chance, genügend Spenden zu bekommen, um in Zukunft handlungsfähig zu bleiben. Author: Kaltenmeier, Anja Publisher: GRIN Verlag Illustration: N Language: GER Title: Erfolgsfaktoren eines strategischen Fundraisings in christlichen Organisationen Pages: 00051 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640254798 Category: Business & Economics : General

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