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2. Integrating fundraising into finance 13
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   Nonprofit boards of directors, administrators, fundraising staff, volunteers, and donors require a reliable and trustworthy method to evaluate fundraising results with consistency. Regular evaluations will improve results, document progress, and provide guidelines for reliable forecasts of future income and deliver maximum return on investment.
7. Don’t fill a position; recruit talent  
   Gail L. Freeman
   There are few decisions as critical as choosing new development leadership for a nonprofit institution. The process of recruitment is an opportunity for the institution to further define its culture and community, as well as its fundraising goals.

8. Attracting top talent and retaining stars  
   Claudia A. Looney, James K. Looney
   The fundraising profession has become an admirable career and one that has grown dramatically over four decades. This chapter shows what it takes to attract and keep top talent.

9. Performance benchmarking: Lessons on using performance benchmarks to maximize fundraising results  
   Stuart R. Smith
   This chapter draws on early outcomes and lessons learned from a volunteer national benchmarking collaboration of health care system fundraising executives. It addresses benchmarking as a management tool to evaluate fundraising performance.

10. Identifying points of conflict  
    Terry Upsaw Morgan
    This chapter examines current points of conflict as they relate to health care philanthropy and challenges philanthropic leadership to address these issues.

11. Sudden scrutiny of hospital billing and collections: Managing the oppositional crisis  
    Mary Anne Chern
    This chapter provides an overview of the recent scrutiny of hospital pricing and collections, reviews hospital billing problems, and looks at how the American Hospital Association and individual hospitals have responded to scrutiny.

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