

# CONDUCTING A SUCCESSFUL FUNDRAISING PROGRAM

**K E N T E . D O V E**

**A COMPREHENSIVE GUIDE AND RESOURCE**



# Conducting A Successful Fundraising Program A Comprehensive Guide And Resource

**Kent E. Dove, Alan M. Spears, Thomas  
W. Herbert**



## **Conducting A Successful Fundraising Program A Comprehensive Guide And Resource:**

**Conducting a Successful Fundraising Program** Kent E. Dove, 2001-03-01 The complete resource for fundraisers in any nonprofit organization Conducting a Successful Fundraising Program outlines a unique approach to successful fundraising and features an exhaustive resource section that includes actual organization publications direct mail samples model case statements telemarketing scripts special events check lists and more This all in one resource covers all the traditional elements of fundraising including annual giving major gifts and planned giving corporate and foundation relations prospect research and management and fundraising literature and promotions as well as current issues such as gift administration technology and the use of consultants and paid solicitors in the solicitation process Dove identifies the ten prerequisites that predict success in fundraising and then leads the reader step by step through every phase of the fundraising process and provides specific advice on the elements crucial to any program's success *Principles of Fundraising: Theory and Practice* Wesley Lindahl, 2010 Providing readers with an overview of the theory and practice of fundraising for nonprofit organizations this guide approaches fundraising from a marketing position yet incorporates concepts from the law economics accounting history sociology psychology theology and ethics [The Nonprofit Manager's Resource Directory](#) Ronald A. Landskroner, 2002-04-30 A newly revised and updated edition of the ultimate resource for nonprofit managers If you're a nonprofit manager you probably spend a good deal of your time tracking down hard to find answers to complicated questions The Nonprofit Manager's Resource Directory Second Edition provides instant answers to all your questions concerning nonprofit oriented product and service providers Internet sites funding sources publications support and advocacy groups and much more If you need help finding volunteers understanding new legislation or writing grant proposals help has arrived This new updated edition features expanded coverage of important issues and even more answers to all your nonprofit questions Revised to keep vital information up to the minute The Nonprofit Manager's Resource Directory Second Edition Contains more than 2 000 detailed listings of both nonprofit and for profit resources products and services Supplies complete details on everything from assistance and support groups to software vendors and Internet servers management consultants to list marketers Provides information on all kinds of free and low cost products available to nonprofits Features an entirely new section on international issues Plus 10 bonus sections available only on CD ROM The Nonprofit Manager's Resource Directory Second Edition has the information you need to keep your nonprofit alive and well in these challenging times Topics include Accountability and Ethics Assessment and Evaluation Financial Management General Management Governance Human Resource Management Information Technology International Third Sector Leadership Legal Issues Marketing and Communications Nonprofit Sector Overview Organizational Dynamics and Design Philanthropy Professional Development Resource Development Social Entrepreneurship Strategic Planning Volunteerism

**Nonprofit Fundraising Strategy** Janice Gow Pettey, 2013-03-06 Practical tools and techniques to incorporate ethical

standards and practices in nonprofit fundraising Nonprofit Fundraising Strategy is a helpful and inspiring resource for nonprofits large and small young and mature local and international The insightful guidance and case studies found within these pages will help you understand how to address specific ethical issues within your nonprofit and leave plenty of food for thought and discussion Adds new materials on new business practice codes the Ethics Assessment Inventory coverage of new ethics standards Now includes an ethics assessment tool on the Ethical Fundraising Second Edition companion website Considers essential topics including appearance of impropriety rights of donors tainted money using donations as intended choosing a leadership role ethical decision making restoring public confidence in the nonprofit sector and the ethics of grant making and grant seeking Written by luminaries in the field of ethics in fundraising Explores a topic that all professional fundraisers must engage with in order to build the trust and confidence of the giving public Offers an invaluable collection of essays based on the rich experience of philanthropic leaders Presents wise reflections on the central role of ethics in fundraising Featuring contributions from a host of well known and respected senior level fundraising professionals several of whom are members of the AFP Ethics Committee Nonprofit Fundraising Strategy features a wealth of practical tools to help fundraising practitioners board members and governing boards implement these essential concepts into their own organizations

**Fundraising Principles and Practice** Adrian Sargeant, Jen Shang, 2010-03-04 This book offers a definitive text on the vital topic fundraising It provides students of fundraising and nonprofit professionals access to the most relevant theories and includes concrete examples of modern fundraising practice The book contains clear learning objectives recommended readings case studies summary self test questions and exercises at the end of each chapter The Principles and Practice of Fundraising comprehensively addresses all the major forms of fundraising and critical topics such as donor behavior and fundraising planning Praise for fundraising principles and practice Not only will fundraisers benefit from this comprehensive yet accessible text but this should be required reading for all nonprofit practitioners and scholars Reading this book will provide valuable insight on a vital subject and enhance the success of any fundraising effort John B Ford president Academy of Marketing Science and professor of marketing Old Dominion University This is not just a how to do it book Rather it provides deep knowledge about the nonprofit sector its role in society and the values and psychology of giving that is essential to responsible and effective fundraising Paul Brest president William and Flora Hewlett Foundation and author Money Well Spent Adrian Sargeant is the world's foremost fundraising scholar This text will be invaluable to the beginner but new research findings mean it should also be a must read for established practitioners Steve Thomas co chair Resource Alliance and chairman Stephen Thomas Ltd Toronto Designed and written to fill the void in current fundraising and development textbooks for both undergraduate and graduate students studying nonprofit management and leadership Fundraising Principles and Practice surpasses my expectations for a comprehensive approach that will benefit American Humanics programs SueAnn Strom vice president Academic Partnerships American Humanics Inc Sargeant is the accessible

academic and this is typical of his work It is rigorously researched clear concise well written well presented and entirely appropriate Any fundraiser who knows what Adrian knows will outperform the others It s as simple as that Ken Burnett author Relationship Fundraising and The Zen of Fundraising     *Ethical Fundraising* Janice Gow Pettey,2008-06-30 Ethical Fundraising A Guide for Nonprofit Boards and Fundraisers is a practical helpful and ultimately inspiring resource for nonprofits large and small young and mature local and international The insightful guidance and case studies found within these pages will help you understand how to address specific ethical issues within your nonprofit and leave plenty of food for thought and discussion     **Conducting a Successful Annual Giving Program** Kent E. Dove,Jeffrey A. Lindauer,Carolyn P. Madvig,2001-07-16 Throughout the book the authors address the key components of an annual giving program including telemarketing direct mail special events personal solicitation and matching gifts and reveal how to integrate each component of the annual giving program into a coherent fluid fundraising plan Publisher website April 2007     Maximizing Program Services Through Private Sector Partnerships and Relationships ,2008     **The Handbook of Community Practice** Marie Weil,Michael S. Reisch,Mary L. Ohmer,2013 Written by some of the most influential scholars in the field this Handbook covers community development organizing planning and social change as well as key issues fields of practice and global approaches     Conducting a Successful Major Gifts and Planned Giving Program Kent E. Dove,Alan M. Spears,Thomas W. Herbert,2002-03-18 Conducting a Successful Major Gifts and Planned Giving Program the fifth volume in the groundbreaking Dove on Fundraising Series is a complete guide to establishing and sustaining a major gifts and planned giving program in a nonprofit organization Written by master fundraiser Kent E Dove and coauthors Alan M Spears and Thomas W Herbert this essential resource includes the information needed to build a viable major gifts and planning giving program and offers a clear understanding of the law as it pertains to a variety of planned giving The authors address the full spectrum of major gifts and planned giving principles including research cultivation solicitation and stewardship Conducting a Successful Major Gifts and Planned Giving Program describes how to involve a governing board in the program and craft a gift acceptance policy It also outlines how to manage the program develop a budget set goals define what resources are needed and determine when to use consultants Conducting a Successful Major Gifts and Planned Giving Program also includes a resource section that contains a wealth of illustrative real world examples

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