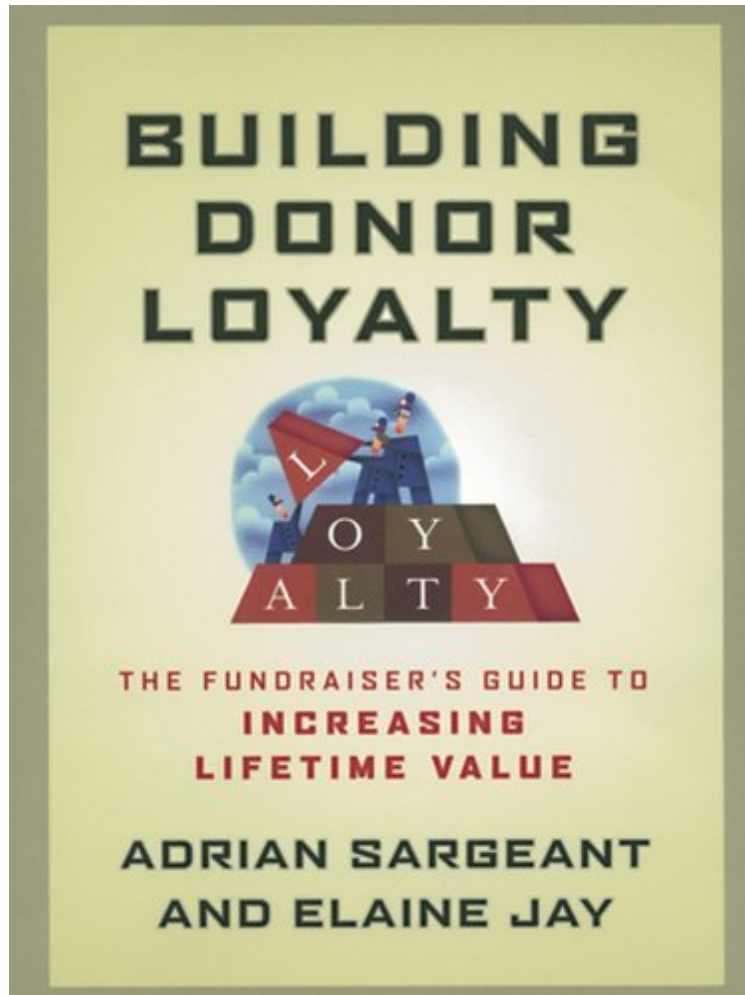


Building Donor Loyalty: The Fundraiser's Guide to Increasing Lifetime Value

Adrian Sargeant, Elaine Jay
audiobook / *ebooks / Download PDF / ePub / DOC



#919149 in eBooks 2007-07-06 2007-07-06 File Name: B000PY4A6G | File size: 41.Mb

Adrian Sargeant, Elaine Jay : Building Donor Loyalty: The Fundraiser's Guide to Increasing Lifetime Value
before purchasing it in order to gauge whether or not it would be worth my time, and all praised Building Donor Loyalty: The Fundraiser's Guide to Increasing Lifetime Value:

0 of 0 people found the following review helpful. This is an excellent book! If you love fundraising and you believe ...By Oriol Alsinabought the book because I heard Adrian speak at the official Spanish Fundraising Congress a few years ago, and my expectations were fulfilled. This is an excellent book! If you love fundraising and you believe that much more attention should be put into donor loyalty, as I do, this book is your bible! I have transferred many of its teachings to my fundraising students at the Barcelona University. Moltes gràcies (a big thank you) to the authors! 0 of 0 people found the following review helpful. Very informative By C. Watson Very useful in its approach

to finding and holding onto loyal donors. I have used the information for my job in the fundraising department and it has helped with developing donor relations. 0 of 0 people found the following review helpful. Must Have ReadBy dave clouse Valuable book. If you struggle with donor retention, this is an important book for you to have.

Building Donor Loyalty is a hands-on guide written for professional fundraisers that outlines the factors that drive donor retention, explains how to keep donors committed to an organization, and offers suggestions for developing donor value over time. It is based on data drawn from a research program which included more than 20,000 nonprofit organizations and was funded by the Aspen Foundation and the Indiana Fund through the Center on Philanthropy at Indiana University. Building Donor Loyalty contains a variety of illustrative case studies that demonstrate the power of effective donor retention strategies and clearly explains each of the factors that can build donor retention. It includes tools and techniques that have proven successful when growing long-term relationships with donors and offers practical advice for fundraisers who want to integrate this knowledge into their own thinking, planning, and practice.

From the Back Cover Building Donor Loyalty is a hands-on guide written for professional fundraisers that outlines the factors that drive donor retention, explains how to keep donors committed to an organization, and offers suggestions for developing donor value over time. It is based on data drawn from a research program which included more than 20,000 nonprofit organizations and was funded by the Aspen Foundation and the Indiana Fund through the Center on Philanthropy at Indiana University. Building Donor Loyalty contains a variety of illustrative case studies that demonstrate the power of effective donor retention strategies and clearly explains each of the factors that can build donor retention. It includes tools and techniques that have proven successful when growing long-term relationships with donors and offers practical advice for fundraisers who want to integrate this knowledge into their own thinking, planning, and practice. This important resource Shows how to design programs that genuinely reflect donor needs and aspirations Discusses the lessons for loyalty that emerge with monthly giving plans Explores how to develop a relationship fundraising strategy Outlines the common pitfalls to avoid when researching the needs and preferences of donors Explains how demographic, lifestyle, and behavioral variables can be used to structure the approach to an organization's donors Highlights the role of donor recognition and feedback Includes a step-by-step blueprint for tailoring a plan that will meet the needs of an individual organization About the Author Adrian Sargeant is professor of nonprofit marketing at Bristol Business School, University of the West of England, and an adjunct professor of philanthropy at the Indiana University Center on Philanthropy. Elaine Jay is director of the consultancy firm Sargeant Associates Ltd. She has over fourteen years of experience as a fundraiser working with a number of charities, including the Royal Society for the Prevention of Cruelty to Animals, where she was head of individual fundraising for six years.