

# CONDUCTING A SUCCESSFUL ANNUAL GIVING PROGRAM

KENT E. DOVE / JEFFREY A. LINDAUER / CAROLYN P. MADVIG

A COMPREHENSIVE GUIDE AND RESOURCE



# Conducting A Successful Annual Giving Program

**James M. Greenfield**



## **Conducting A Successful Annual Giving Program:**

**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      **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      **Conducting a Successful Annual Giving Program** Dove, 2001-11-01      **Conducting a Successful Development Services Program** Kent E. Dove, 2002 Nonprofits behind the scenes fundraising functions information systems development technologies research managing prospects and stewardship not only support an organizations overall development efforts but also are key to long term success A first of its kind resource Conducting a Successful Development Services Program draws together in one book a tremendous body of knowledge on planning and managing an innovative and effective development services program Written by master fundraiser Kent Dove the book guides you through the process of identifying researching and managing prospects creating storing and using data and information and properly administering gifts and showing appreciation to donors An extensive resource section offers you a wealth of examples from real life organizations      **Conducting a Successful Capital Campaign** Kent E. Dove, 2000 Conducting a Successful Capital Campaign has been the definitive resource on capital campaigns for a decade Now comes the new edition of this highly acclaimed guide in expanded handbook format Like the first edition this one of a kind resource presents an authoritative systematic guide to every aspect of a capital campaign      *Fundamentals of Arts Management* Pam Korza, Maren Brown, 2007 Anchoring the book are eleven tried and true chapters providing principles and best practices for managing and governing community arts organizations raising funds and presenting promoting and evaluating arts programs Four new chapters cover fundamentals of personnel management writing successful funding proposals advocating effectively for the arts and maximizing the arts role in the economic development of communities Nationally recognized leaders and authors in the community arts field offer historical and contemporary context regarding the role of the arts in community as

well as insights about arts education and cultural access two important dimensions of local arts agencies work Also new are Online Companions to several chapters Easily accessed Online Companions offer expanded exploration of subject matter worksheets and other practical tools that can be downloaded and used or adapted and valuable resource listings that point to organizations publications and websites From publisher description

**Fundraising Basics: A Complete Guide** Barbara L. Ciconte, Jeanne Jacob, 2008-12-18 As nonprofit organizations face heightened scrutiny by the general public donors regulators and members of Congress the Third Edition of the essential book on the basics of fundraising provides new up to date and valuable information that every fundraiser needs to know With ethics and accountability being the primary theme of the third edition this practical guide will continue to provide an overview of the field and give development staff managers and directors a platform from which to operate their fundraising programs The new expanded edition also provides much needed information on developing a case for support giving trends donor motivations planning setting up a development operation impact of new technologies on fundraising return on investment estimates workflow timetables and the importance of the Internet This primer remains a must have for anyone new staff or volunteer to the fundraising field those wishing to expand their fundraising knowledge those working in supporting foundations or those contemplating taking the CFRE exam New to the Third Edition Thoroughly updated chapters including new information on email and online fundraising Development related policies and procedures and position descriptions A new chapter on Fundraising with Chapters or Affiliates New case studies samples and tools Updated references and citations Updated glossary Click on Additional Resources to View Sample Chapters 2009 602 pages

**The Fundraising Feasibility Study** Martin L. Novom, 2007-06-15 The Fundraising Feasibility Study It s Not About the Money This in depth and accessible collection of essays by fundraising experts goes a long way in demystifying the capital campaign feasibility study It is a must read for administrators and trustees of any charitable organization considering embarking on a capital campaign John Bloom Director Advisory Services RSF Innovations in Social Finance At last a book that tells all about a pre campaign development planning study aka feasibility study From the role of the organization and its board to the role of the consultant and development staff this book documents how readiness is the path to success If you ve always wondered how conclusions are drawn findings explained and recommendations developed read this book It s all here James M Greenfield ACFRE FHP author Fund Raising Evaluating and Managing the Fund Development Process and Fundraising Fundamentals and editor The Nonprofit Handbook Fund Raising Third Edition The Fundraising Feasibility Study provides fundamental information on one of the most important if little understood elements of successful fundraising Written by a cadre of the most experienced and knowledgeable professionals in the field it offers insights and useful information that will be valuable to practitioners and scholars alike James P Gelatt PHD Professor Graduate School of Management Technology University of Maryland University College

[More Than a Thank You Note](#) Kimberly Thompson, Karlene Jennings, 2009-03-30 This book provides a friendly lively discussion of the role of academic

library fund raising written by two experienced library fund raisers Short stand alone chapters with summary paragraphs Practical personal success hints throughout Proven fundraising ideas      *Conducting a Successful Capital Campaign* Kent E. Dove,1988-11-04 An authoritative systematic guide to planning and managing a successful capital campaign in any type of nonprofit organization Dove draws on his extensive experience as a fund raising manager and consultant to offer winning strategies and formulas for streamlining the fund raising process and maximizing results He offers practical how to advice for handling all phases of capital campaigns from conducting an initial market analysis and getting board members involved to soliciting donors and ensuring ongoing commitment of key people He identifies the key principles of a capital campaign small or large regional or national and shows how these principles can be applied in any type of nonprofit organization

**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      **Fundraising Fundamentals** James M.

Greenfield,2002-03-25 **FUNDRAISING FUNDAMENTALS** Fundraising Fundamentals is a practical and valuable resource for fundraising professionals trustees philanthropists and nonprofit executives who aspire to raise substantial monies for worthy causes I have utilized Jim Greenfield s literature in various fundraising courses my students have benefited from the theory and substance that Jim so clearly conveys along with real life models that can be applied to their respective organizations Stephen M Levy CFRE President of Levy Philanthropic Counsel Former Chair of the Association of Professionals Foundation Board Adjunct Professor of Philanthropy Columbia University Proven methods and techniques for running a successful annual giving campaign Learn how to carry out winning annual giving campaigns that will help your nonprofit organization grow and increase its financial resources with Fundraising Fundamentals Complete with the essential basics of fundraising and comprehensive enough to help experienced fundraisers improve their campaigns this up to date Second Edition features key material on How to find likely first time donors Membership organizations and donor clubs Methods of donor renewal upgrading and reward Recruiting and training volunteer solicitors Multimedia and Internet soliciting techniques

Fundraising Fundamentals James M. Greenfield, 2004-03-15 Fundraising Fundamentals is a practical and valuable resource for fundraising professionals, trustees, philanthropists, and nonprofit executives who aspire to raise substantial monies for worthy causes. I have utilized Jim Greenfield's literature in various fundraising courses; my students have benefited from the theory and substance that Jim so clearly conveys along with real-life models that can be applied to their respective organizations. Stephen M. Levy, CFRE, President of Levy Philanthropic Counsel, Former Chair of the Association of Professionals Foundation Board, Adjunct Professor of Philanthropy, Columbia University. Proven methods and techniques for running a successful annual giving campaign. Learn how to carry out winning annual giving campaigns that will help your nonprofit organization grow and increase its financial resources with Fundraising Fundamentals. Complete with the essential basics of fundraising and comprehensive enough to help experienced fundraisers improve their campaigns, this up-to-date Second Edition features key material on how to find likely first-time donors, membership organizations, and donor clubs. Methods of donor renewal, upgrading, and reward. Recruiting and training volunteer solicitors. Multimedia and Internet soliciting techniques.

**Fundraising Basics** Barbara L. Ciconte, Jeanne G. Jacob, 2005 This primer helps new fund raisers learn the basics from the vocabulary of fund raising to the nuances of major trends affecting nonprofit fundraising today. With up-to-date case studies and real-life examples, this practical guide will provide an overview of the field and give development staff, managers, and directors a platform from which to operate their fund raising programs. This guide is a must-have for anyone new to the fund raising arena.

Philanthropy in America Dwight Burlingame, 2004-08-19 A landmark three-volume reference work documenting philanthropy and the nonprofit sector throughout American history, edited by the field's most widely recognized authority. Developed under the guidance of Dr. Dwight Burlingame of the Indiana University Center on Philanthropy, one of the nation's premier institutes for the study of philanthropy, the three-volume *Philanthropy in America: A Comprehensive Historical Encyclopedia* is the definitive work on philanthropic, charitable, and nonprofit endeavors in the United States. The first section of the encyclopedia contains over 200 A-Z entries covering the lives of important philanthropists, the missions and practices of key institutions and organizations, and the impact of seminal events throughout the history of the nonprofit sector in America from precolonial times to the present. Discussions of philanthropic traditions in ancient civilizations in Europe during colonial times and in countries around the world today provide fascinating contexts for understanding how the American philanthropic experience has developed. The encyclopedia also includes a collection of primary source documents, legislation, foundation reports, mission statements, etc. for convenient review and further research. Over 200 A-Z entries on people, events, organizations, and ideas in U.S. philanthropic history. Nearly 200 contributors, distinguished scholars from a variety of disciplines. Over 75 primary source documents from the Poor Laws of 1601 to excerpts from the Filer Commission Report of 1975. Chronology of important events in philanthropic history.

**Donor Focused Strategies for Annual Giving** Karla A. Williams, 1997 Whether you're just beginning an annual giving program or

trying to improve an existing one this is the one book you must have You ll take a fresh look at annual giving from the donor s perspective which will enable you to better match donor interests to your organization s needs Most important you ll learn how to implement a significant new model the annual integrated development program today s most donor sensitive effective fund raising strategy for the long term Books in Print Supplement ,2002      **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

*Forthcoming Books* Rose Army,2001-06      *Olde Penn* ,1926

## **Conducting A Successful Annual Giving Program** Book Review: Unveiling the Magic of Language

In an electronic era where connections and knowledge reign supreme, the enchanting power of language has are more apparent than ever. Its power to stir emotions, provoke thought, and instigate transformation is actually remarkable. This extraordinary book, aptly titled "**Conducting A Successful Annual Giving Program**," published by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound impact on our existence. Throughout this critique, we will delve to the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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