



Conducting a Successful Annual Giving Program

By Kent E. Dove, Jeffrey A. Lindauer, Carolyn P. Madvig

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Bringing together over 50 years of annual fund experience, master fundraiser Kent E. Dove has joined Carolyn P. Madvig and Jeffrey A. Lindauer to bring you a complete guide to planning and managing the most fundamental fundraising strategy: the annual giving program. *Conducting a Successful Annual Giving Program*, the third volume in the groundbreaking *Dove on Fundraising Series*, features a wealth of illustrative samples of fundraising tools, many of which have never before been offered in book form. 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.

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- Sales Rank: #1499609 in eBooks
- Published on: 2007-12-10
- Released on: 2007-12-10
- Format: Kindle eBook

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Editorial Review

Review

"Conducting a Successful Annual Giving Program gives modern definition and direction to the most traditional and oldest form of fundraising—the annual fund. It begins a new millennium with a fresh, comprehensive approach." --Tim Seiler, director, The Fund Raising School, Indiana University Center on Philanthropy

From the Inside Flap

"Conducting a Successful Annual Giving Program gives modern definition and direction to the most traditional and oldest form of fundraising—the annual fund. It begins a new millennium with a fresh, comprehensive approach."—Tim Seiler, director, The Fund Raising School, Indiana University Center on Philanthropy Conducting a Successful Annual Giving Program—the third volume in the groundbreaking Dove on Fundraising Series—presents a complete guide to planning and managing the most fundamental fundraising strategy: an annual giving program. Written by master fundraiser Kent E. Dove and Carolyn P. Madvig and Jeffrey A. Lindauer, this essential resource includes illustrative samples of fundraising tools, many of which have never before been offered in a book form. 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. Conducting a Successful Annual Giving Program shows how the recent changes in technology have helped broaden the scope of giving programs. The book contains a wealth of sample mailings, personal guidance, and real-life illustrations of successful programs at work. Conducting a Successful Annual Giving Program offers development professionals the information and tools they need to create and sustain an effective annual giving program. Kent E. Dove, one of America's most successful and respected fundraisers, is vice president for development and executive director of capital campaigns for the Indiana University Foundation. He has served on the educational fundraising committee of the Council for Advancement and Support of Education (CASE) as well as on the board of directors of the Association of Fundraising Professionals (formerly NSFRE). He is the author of *Conducting a Successful Capital Campaign*, 2nd Edition (Jossey-Bass, 2000) and *Conducting a Successful Fundraising Program* (Jossey-Bass, 2001). Jeffrey A. Lindauer is executive director of special gifts and annual giving programs at the Indiana University Foundation. Carolyn P. Madvig is the former director of special gifts and annual giving programs and now serves as executive director, development administration and services at the Indiana University Foundation.

About the Author

Kent Dove, one of America's most successful and respected fundraisers, is Senior Adviser and Executive Director, Campaign Planning, for the Indiana University Foundation. He has served on the educational fundraising committee of the Council for Advancement and Support of Education (CASE) as well as on the board of directors of the Association of Fundraising Professionals (formerly NSFRE). He is the author of *Conducting a Successful Capital Campaign*, 2nd Edition (Jossey-Bass, 2000) and *Conducting a Successful Fundraising Program* (Jossey-Bass, 2001).

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