



Conducting a Successful Annual Giving Program

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

Download now

Read Online ➔

Conducting a Successful Annual Giving Program By Kent E. Dove, Jeffrey A. Lindauer, Carolyn P. Madvig

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.

View an example of a teaching tool available in this title: [Course Syllabus](#).

 [Download Conducting a Successful Annual Giving Program ...pdf](#)

 [Read Online Conducting a Successful Annual Giving Program ...pdf](#)

Conducting a Successful Annual Giving Program

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

Conducting a Successful Annual Giving Program By Kent E. Dove, Jeffrey A. Lindauer, Carolyn P. Madvig

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.

View an example of a teaching tool available in this title: [Course Syllabus](#).

Conducting a Successful Annual Giving Program By Kent E. Dove, Jeffrey A. Lindauer, Carolyn P. Madvig Bibliography

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

 [Download Conducting a Successful Annual Giving Program ...pdf](#)

 [Read Online Conducting a Successful Annual Giving Program ...pdf](#)

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).

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.

Users Review

From reader reviews:

Tammara Dejesus:

With other case, little men and women like to read book Conducting a Successful Annual Giving Program. You can choose the best book if you love reading a book. Given that we know about how is important a new book Conducting a Successful Annual Giving Program. You can add knowledge and of course you can around the world with a book. Absolutely right, since from book you can understand everything! From your country until eventually foreign or abroad you may be known. About simple matter until wonderful thing you are able to know that. In this era, we can easily open a book or searching by internet device. It is called e-book. You should use it when you feel fed up to go to the library. Let's read.

Ellis Dunn:

Do you like reading a book? Confuse to looking for your best book? Or your book seemed to be rare? Why so many problem for the book? But any kind of people feel that they enjoy regarding reading. Some people likes studying, not only science book and also novel and Conducting a Successful Annual Giving Program or maybe others sources were given knowledge for you. After you know how the fantastic a book, you feel want to read more and more. Science e-book was created for teacher or maybe students especially. Those publications are helping them to add their knowledge. In various other case, beside science book, any other book likes Conducting a Successful Annual Giving Program to make your spare time more colorful. Many types of book like this.

Loretta Jones:

A lot of e-book has printed but it differs. You can get it by online on social media. You can choose the top book for you, science, witty, novel, or whatever by simply searching from it. It is known as of book Conducting a Successful Annual Giving Program. You'll be able to your knowledge by it. Without departing the printed book, it could add your knowledge and make an individual happier to read. It is most crucial that, you must aware about e-book. It can bring you from one place to other place.

George Chadwick:

Reserve is one of source of know-how. We can add our know-how from it. Not only for students but additionally native or citizen have to have book to know the revise information of year to year. As we know those books have many advantages. Beside we add our knowledge, can also bring us to around the world. From the book Conducting a Successful Annual Giving Program we can have more advantage. Don't that you be creative people? To get creative person must prefer to read a book. Merely choose the best book that suitable with your aim. Don't always be doubt to change your life with this book Conducting a Successful Annual Giving Program. You can more attractive than now.

**Download and Read Online Conducting a Successful Annual Giving
Program By Kent E. Dove, Jeffrey A. Lindauer, Carolyn P. Madvig
#XMTL7NHIC0Z**

Read Conducting a Successful Annual Giving Program By Kent E. Dove, Jeffrey A. Lindauer, Carolyn P. Madvig for online ebook

Conducting a Successful Annual Giving Program By Kent E. Dove, Jeffrey A. Lindauer, Carolyn P. Madvig
Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Conducting a Successful Annual Giving Program By Kent E. Dove, Jeffrey A. Lindauer, Carolyn P. Madvig books to read online.

Online Conducting a Successful Annual Giving Program By Kent E. Dove, Jeffrey A. Lindauer, Carolyn P. Madvig ebook PDF download

Conducting a Successful Annual Giving Program By Kent E. Dove, Jeffrey A. Lindauer, Carolyn P. Madvig Doc

Conducting a Successful Annual Giving Program By Kent E. Dove, Jeffrey A. Lindauer, Carolyn P. Madvig Mobipocket

Conducting a Successful Annual Giving Program By Kent E. Dove, Jeffrey A. Lindauer, Carolyn P. Madvig EPub

XMTL7NHIC0Z: Conducting a Successful Annual Giving Program By Kent E. Dove, Jeffrey A. Lindauer, Carolyn P. Madvig