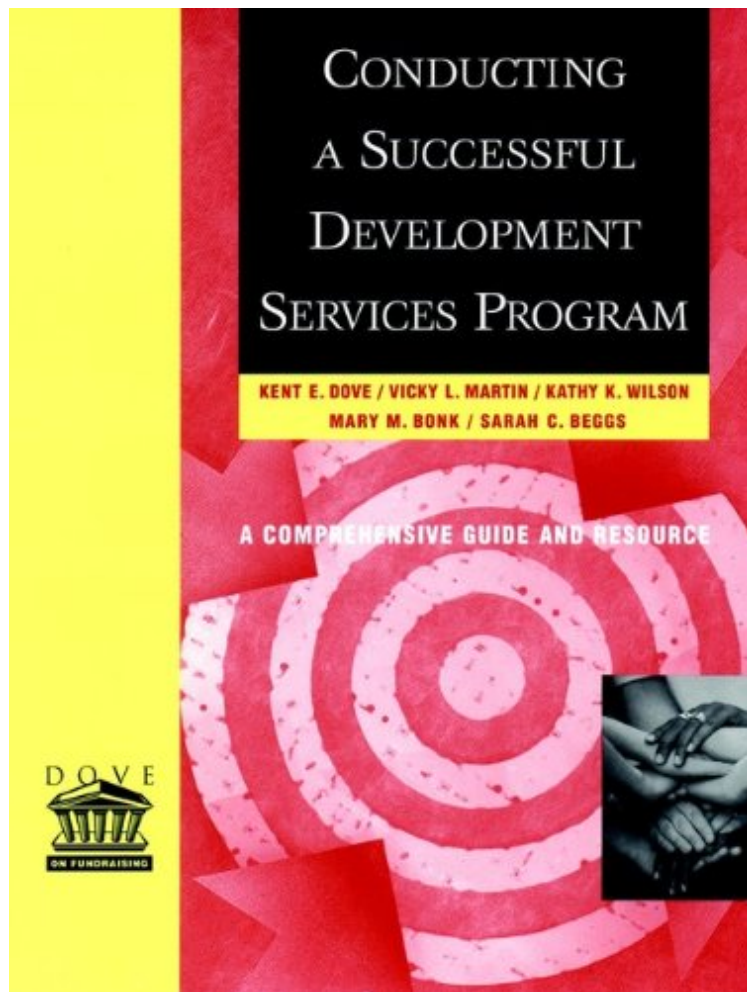


[Read now] Conducting a Successful Major Gifts and Planned Giving Program: A Comprehensive Guide and Resource

Conducting a Successful Major Gifts and Planned Giving Program: A Comprehensive Guide and Resource

Kent E. Dove, Alan M. Spears, Thomas W. Herbert
ePub | *DOC | audiobook | ebooks | Download PDF



DOWNLOAD



READ ONLINE

#2557153 in eBooks 2007-12-10 2007-12-10 File Name: B00142APXA | File size: 34.Mb

Kent E. Dove, Alan M. Spears, Thomas W. Herbert : Conducting a Successful Major Gifts and Planned Giving Program: A Comprehensive Guide and Resource before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Conducting a Successful Major Gifts and Planned Giving Program: A Comprehensive Guide and Resource*:

14 of 17 people found the following review helpful. Definitely not worth the [money] By Patti J. Saunders The Jossey-Bass series has a good reputation, as does Kent Dove. But this book is a huge disappointment. It is billed as an indispensable aid for practitioners and a textbook for students, but it serves neither set of readers well. Practitioners looking for solid advice and good examples to illustrate principles in action find nothing of the sort. And pity the poor student who has to slog through this to pass a course. This is an uninspiring, tendentious, tedious exercise in making

the elegantly simple art of fundraising appear to be some arcane mystery that only the likes of a long-time practitioner like Kent Dove can master. Most people are intimidated enough about asking for money, they don't need to be scared/shamed out of the field by reading this kind of mumbo jumbo that makes them feel stupid or inadequate. The book has a few good tables and nuggets of useful information, but not enough to justify a [money] price tag. I'm glad I borrowed this from the library to preview it before buying -- it saved me the effort of returning it.

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

"This is a must-have book for every nonprofit organization in America. For the first time, small- and mid-sized nonprofits as well as the larger ones have an all-in-one resource that will enable them to handle donors and gifts in ways that ensure both donor satisfaction and the growing body of rules and regulations that govern all nonprofits." mdash; M. Scott Mitte, executive director, The Roy F. and Joann Cole Mittee Foundation

From the Publisher "This is a must-have book for every nonprofit organization in America. For the first time, small- and mid-sized nonprofits as well as the larger ones have an all-in-one resource that will enable them to handle donors and gifts in ways that ensure both donor satisfaction and the growing body of rules and regulations that govern all nonprofits." mdash; M. Scott Mitte, executive director, The Roy F. and Joann Cole Mittee Foundation

From the Inside Flap

With the publication of *Conducting a Successful Capital Campaign*, Kent E. Dove introduced the definitive guide to every aspect of a capital campaign. Drawing on the same fundamental principles that form the core of any successful development program, Dove now applies his proven techniques to the full spectrum of fundraising. *Conducting a Successful Development Services Program*--the fourth volume of the comprehensive Dove on Fundraising Series handbooks--offers the most complete guidance on creating, implementing, and sustaining a fundraising program that is fully supported by a professional development services program. Nonprofits' behind-the-scenes fundraising functions--information systems, development technologies, research, managing prospects, and stewardship--not only support their organizations' overall development efforts but also are key to their long-term success. *Conducting a Successful Development Services Program*, a first-of-its-kind resource, draws together in one book a tremendous body of knowledge of these functions to planning and managing an innovative and effective development services program. Using *Conducting a Successful Development Services Program* as a guide, nonprofits will be able take a holistic approach to the process of identifying, researching, and managing prospects; creating, storing, and using data and information; and, properly administering gifts and showing appreciation to donors. *Conducting a Successful Development Services Program* also includes an extensive resource section filled with a wealth of examples from real-life organizations. "This is a must-have book for every nonprofit organization in America. For the first time, small- and mid-sized nonprofits as well as the larger ones have an all-in-one resource that will enable them to handle donors and gifts in ways that ensure both donor satisfaction and the growing body of rules and regulations that govern all nonprofits." mdash; M. Scott Mitte, executive director, The Roy F. and Joann Cole Mittee Foundation