



Conducting a Successful Annual Giving Program

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

Jossey-Bass, 2001. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: PLANNING AND IMPLEMENTING YOUR ANNUAL GIVING PROGRAM. Introduction: Defining the Annual Campaign. Preparing for the Annual Campaign. Developing an Annual Giving Plan. Segmenting Appeals. Testing and Statistical Analysis. Elements of the Annual Campaign. Implementing a Direct Mail Campaign. Sponsoring Special Events. Telemarketing Your Cause. Soliciting Funds in Person. The Annual Fund in Action. Key Program Roles and Responsibilities. Working with Volunteers. Promotions, Communications, and Marketing. Gift Administration and Donor Appreciation. Closing the Campaign and Moving Forward. THE ANNUAL FUND RESOURCE GUIDE. Preparing for the Annual Campaign. Direct Appeal Program. Annual Fund Solicitation Calendar. Web Site Examples. Elements of the Annual Campaign. Annual Fund-Capital Campaign Combined Strategic Goals and Calendar. Corporate Campaign Plan. Corporate Matching Gift Companies. Corporate Matching Gift Guidelines and Application Form. The Annual Fund in Action. Membership Program with Benefits. University Annual Fund Analysis. Annual Fund Survey. Direct Mail Solicitation Package. Gala Event Sample Invitation and Program. Sales and Raffle Event Promotion. "A-Thon" Event Packages. "A-Thon" Team Captain's Kit and Supplies. Entertainment and Show Publicity Pieces. Outing Registration Letter and Materials. Special Events Planning Checklists. Sample Telemarketing Scripts for Lapsed Donors. Telemarketing...



READ ONLINE
[5.27 MB]

Reviews

This pdf is fantastic. This really is for all who statter there was not a worth looking at. Your lifestyle period is going to be convert the instant you complete looking over this pdf.

-- **Dr. Chaim Kub**

This sort of ebook is everything and got me to searching in advance plus more. I could comprehend everything out of this created e pdf. You are going to like just how the author compose this pdf.

-- **Prof. Ethelyn Hoeger**

Other PDFs



Kids Perfect Party Book ("Australian Women's Weekly")

ACP Books, 2007. Paperback. Book Condition: New. A Brand New copy, unused and unread. Dispatched by next working day from Hereford, UK. We can now offer First Class Delivery for UK orders received before 12 noon, with same-day dispatch (Monday-Friday) not including...



Britain's Got Talent" 2010 2010 (Annual)

Pedigree Books Ltd, 2009. Hardcover. Book Condition: New. ***NEW BOOK DISPATCHED DAILY FROM THE UK*** Daily dispatch from UK warehouse.



Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age

Adams Media Corporation. Paperback. Book Condition: new. BRAND NEW, Unplug Your Kids: A Parent's Guide to Raising Happy, Active and Well-Adjusted Children in the Digital Age, David Dutwin, TV. Web Surfing. IMing. Text Messaging. Video Games. iPods. Kids today are plugged into...



The Red Leather Diary: Reclaiming a Life Through the Pages of a Lost Journal (P.S.)

Harper Perennial. PAPERBACK. Book Condition: New. 0061256781 Never Read-12+ year old Paperback book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I ship FAST with FREE tracking!! *...



Your Planet Needs You!: A Kid's Guide to Going Green

Macmillan Children's Books, 2009. Paperback. Book Condition: New. Rapidly dispatched worldwide from our clean, automated UK warehouse within 1-2 working days.



That's Not Your Mommy Anymore: A Zombie Tale

Ulysses Press. Paperback. Book Condition: new. BRAND NEW, That's Not Your Mommy Anymore: A Zombie Tale, Matt Mogk, Aja Mulford, GHOULISHLY CHARMING ILLUSTRATIONS BRING TO LIFE A HAUNTINGLY ENGROSSING STORY In the ongoing effort to warn an unprepared world of the rising...