



Conducting a Successful Annual Giving Program

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.

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

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