

# Building Donor Loyalty: The Fundraiser's Guide To Increasing Lifetime Value By Adrian Sargeant

**By Adrian Sargeant**

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Feb 19, 2015 Michael J. Rosen, CFRE. Michael J. Rosen, CFRE is President of ML Innovations, Inc., a fundraising and marketing consulting firm serving nonprofit

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Elaine Jay is the author of Fundraising Management Building Donor Loyalty: The Fundraiser's Guide to Increasing Lifetime Value by Adrian Sargeant,

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