

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

By Adrian Sargeant

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Rachel Muir, CFRE is a fundraising consultant, speaker and trainer transforming nonprofit professionals and organizations into successful, confident fundraisers.

Adrian Sargeant, PhD, Director of the will be presenting Building Donor Loyalty: What s New? at the AFP International The Fundraiser s Guide to

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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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Building Donor Loyalty: The Fundraiser s Guide to Increasing Lifetime Value Adrian Sargeant and Elaine Jay (San Francisco: Jossey-Bass Publishers, 2004)

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the best information available on donor retention and donor's Guide to Increasing Lifetime Value, Building Donor Loyalty, Adrian Sargeant.

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Building Donor Loyalty: Without this strong foundation of donor loyalty, fundraising programs will stagnate and fail to reach goals. Donor loyalty increases,

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