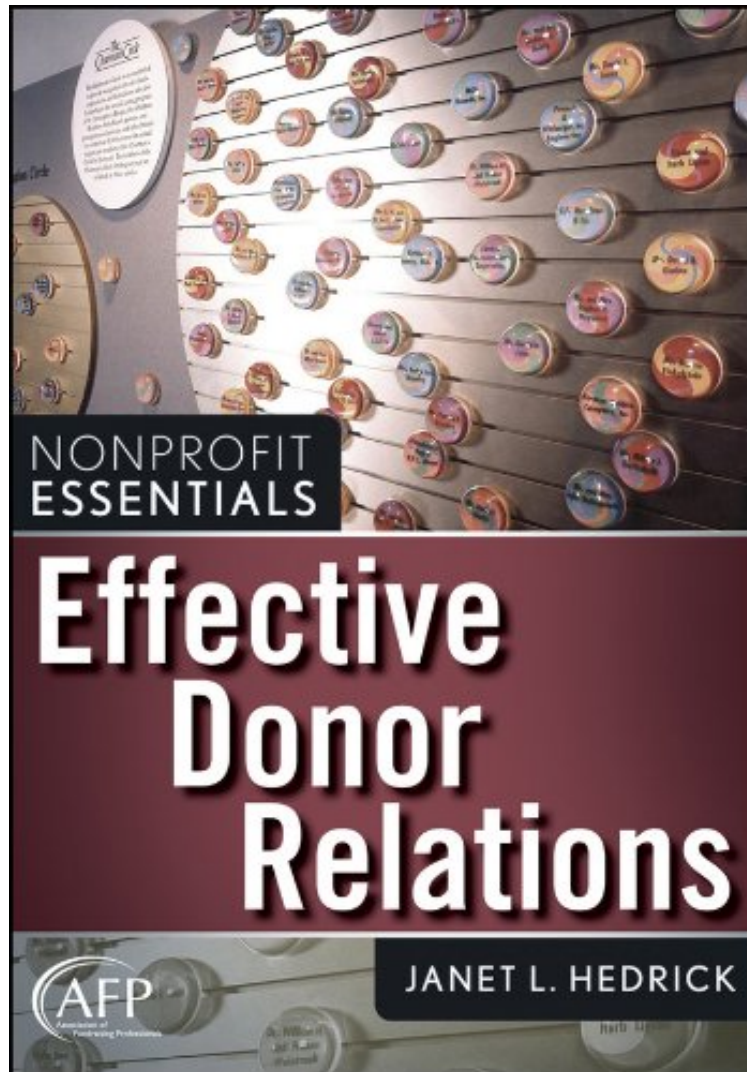


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## Effective Donor Relations (The AFP/Wiley Fund Development Series)

Janet L. Hedrick

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**Janet L. Hedrick : Effective Donor Relations (The AFP/Wiley Fund Development Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Effective Donor Relations (The AFP/Wiley Fund Development Series):

2 of 2 people found the following review helpful. Love how it clarifies specific categories of donor relations  
By Pamela Ziemann  
Janet L. Hedrick clarifies the difference between relations, recognition and stewardship in her book "Effective Donor Relations"  
The first section covers the what and why of donor relations such as keeping gratitude fresh and unique, sample thank you letters, timing, acknowledging first time donors, gifts in kind and the importance of recognition.  
The second section covers recognition which is going beyond acknowledgements and thank yous and

making others aware of what the donors have given. She draws out a scale of preferences from donors who expect you to spend money, those who want private recognition to those who want to be anonymous wanting no one to know of their gifts. Recognition doesn't have to be expensive, but it does need to be thoughtful and creative. Effective Donor Relations offers questions you may not have considered. The author shares advantages and disadvantages of tokens of appreciation. If you are establishing a Gift Club or Society you'll find a section to help with developing a structure, naming your club and marketing it. Part 3 covers stewardship; acting as a caretaker and guarding what has been entrusted to your organization. Stewardship includes acknowledgement and recognition, but its essence is that the organization is taking charge of a gift on behalf of the donor and is responsible and accountable for its wise use. Sharing information about how the gifts are used is part of stewardship. The four aspects are 1) Honoring the donor's intent 2) Investing gifts prudently 3) Using contributions effectively to make a difference and 4) Reporting back to the donor on the first three components. If you're looking for a structure to help you develop plans and measure the impact of donor relations, you'll enjoy this book. It gives new appreciation for what it means to be thankful. The last page includes the quote by Melody Beattie. "Gratitude unlocks the fullness of life... Gratitude makes sense of our past, brings peace for today and creates a vision for tomorrow." 3 of 3 people found the following review helpful. 'Effective Donor Relations' -- a 'must-have' for non-profits! By William F. Readdy Janet Hedrick's 'Effective Donor Relations' is a must have for any non-profit organization! Her 'how to' book is a well-organized and very readable step-by-step tutorial on establishing, nurturing, managing and (perhaps most importantly) maintain relationships with donors. She introduces the notion of 'donor touchpoint management' with key themes of accountability, stewardship and recognition. She also demystifies many critical aspects of the art of non-profit fundraising, and offers specific, actionable checklists for how to establish a highly effective donor relations process within your organization. Ms. Hedrick has done the non-profit community a real service with her book. I most highly recommend it -- my copy is already highlighted and dog-eared! 1 of 2 people found the following review helpful. Love, love, love! By D. C. Dreger As we say here in the southeast about our donors, "You gotta love on 'em." Janet's book gives you plenty of examples of ways to love your donors. Nothing could be more vital and timely, especially as it has become much more important to be donor-centered in our interactions.

Nonprofit Essentials: Acknowledgment, Recognition and Stewardship (Part of the AFP Fund Development Series) is a concise and professional guide to donor relations in a format that is accessible, lively, easy to read, and that provides in-depth advice from an expert in the field. The book guides in creating and implementing each aspect of a donor relation plan, providing recommended solutions to frequently encountered dilemmas and including sample documents, checklists, and other tools to help shape an effective program.

From the Back Cover Praise for Nonprofit Essentials Effective Donor Relations "Janet Hedrick has made a valuable contribution to the philanthropic sector. Effective Donor Relations provides the reader with a sound conceptual framework of the subject and practical tools for people working to nurture positive relationships with their donors. But even more important, Janet reminds us that warm, genuine, and caring relationships are the sine qua non of resource development." — Stanley Weinstein, ACFRE, Stanley Weinstein Co. "We all learned to say 'please' and 'thank you' in our youth. Janet teaches and demonstrates the influence and power of a heartfelt 'thank you' in unique and effective ways in Effective Donor Relations. This is a must-read if you want to develop a true appreciation of donors and a lasting relationship over time." — William C. McGinly, PhD, CAE, PA, President, Chief Executive Officer, Association for Healthcare Philanthropy Your must-have guide to the art of relationship-building and donor-keeping Donors are the heartbeat of your nonprofit, partners in your organization's work, and supporters in its mission to change the world. Keeping them is essential to your nonprofit's survival; losing them means major losses for your organization's annual giving program, capital campaign efforts, and major and planned gifts. Presenting the historical and practical aspects of donor relations, Nonprofit Essentials: Effective Donor Relations helps guide readers through the process of creating a program that makes disappointing donor retention rates a thing of the past. This concise and professional guide presents proactive advice on: Why donor relations is vital to your nonprofit How you can effectively use the power of words Why you need to say "Thank You" seven times Why being recognized is important to your donors Making the most of the Internet for donor relations Part of the AFP/Wiley Fund Development Series, Nonprofit Essentials: Effective Donor Relations provides in-depth advice from an expert in the field. Filled with immediately useful guidance on creating and implementing each aspect of a donor relations plan, this professional guide offers sample documents, checklists, and other tools to ensure your first-time donors become return donors. About the Author Janet L. Hedrick is a senior associate at the fundraising consulting firm of Bentz Whaley Flessner. Her areas of expertise include planning implementation, and evaluation of annual, capital, and planned giving programs; assessment and enhancement of donor relations and stewardship programs; and training and motivating campaign volunteers and development staff.