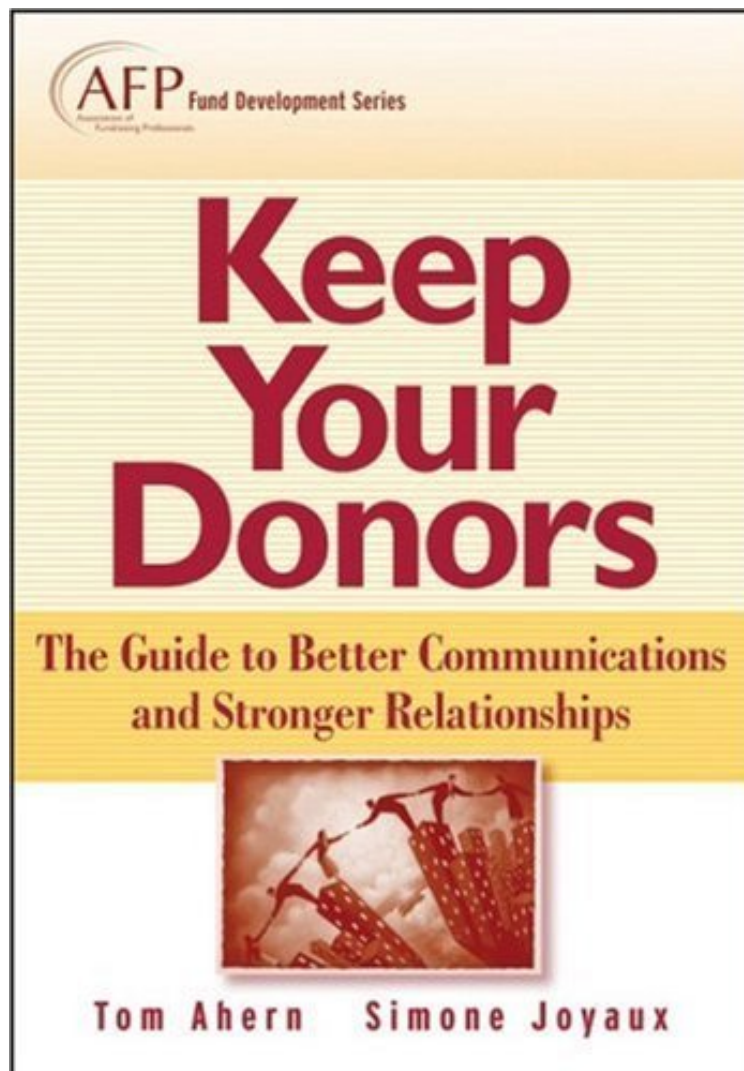


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## Keep Your Donors: The Guide to Better Communications Stronger Relationships (The AFP/Wiley Fund Development Series)

*Tom Ahern, Simone P. Joyaux*

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**Tom Ahern, Simone P. Joyaux : Keep Your Donors: The Guide to Better Communications Stronger Relationships (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 Keep Your Donors: The Guide to Better Communications Stronger Relationships (The AFP/Wiley Fund Development Series):

3 of 3 people found the following review helpful. This Book is a Must for Fundraisers and Nonprofit Organizations By Norman B. Tucker The authors of "Keep Your Donors" are masters in the field of nonprofit business development and communications. This book is an excellent resource for learning how to write emotionally powerful fundraising

materials; for learning how to cultivate donors and prospects; for learning how to build an effective nonprofit organization; for learning the advantages a philanthropic mindset has, and the key role it plays in a charitable organization; for learning how to become an A-Level fundraising copywriter; even for learning how to efficiently organize, operate, and manage fund development communications. Yes...you'll learn how to keep your donors and more! True to its title, "Keep Your Donors" is a blueprint for building lasting relationships with prospects, donors, and the community. The book contains concepts that are easy to understand and apply. No matter your level of experience--novice, intermediate, expert--you'll gain knowledge, skills, ideas, and abilities beyond your current level. You'll acquire specialized marketing education too. If you make this book your mentor, you'll be on your way to becoming a master fund developer. "Keep Your Donors" is a winner!

1 of 1 people found the following review helpful. Right On, Simone and Tom!

By Reader in Seattle

Increasingly fundraising is contributing to the demise of philanthropy. The focus of fundraising is on technique and method and not on relationship. This book is a very welcome antidote to the focus on technique and method at the expense of relationship building. Keep Your Donors is the text I used for the Fundraising Basics course I taught this fall, and the students found the ideas and concepts both useful and inspiring. I can only hope that many other "students" of philanthropy will read and take this book seriously.

0 of 0 people found the following review helpful. Informative and Idea Inspiring

By Constance

Every person in the non profit industry should have every book written by Tom Ahern.

Written by fundraising experts Tom Ahern and Simone Joyaux, Keep Your Donors is a new, winning guide to making disappointing donor retention rates a thing of the past. This practical and provocative book will show you how to master the strategies and tactics that make fundraising communications profitable. Filled with case studies and based in part on the CFRE and AFP job analyses, Keep Your Donors is your definitive guide to getting new donors and keeping them for many years to come.