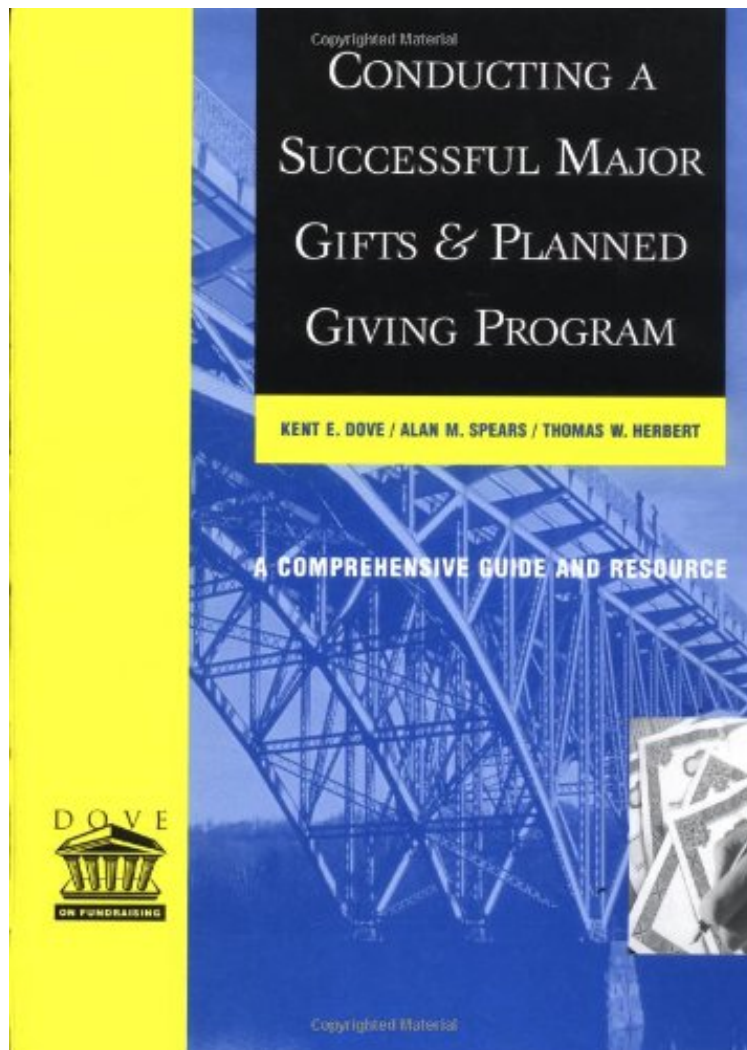


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## Conducting a Successful Major Gifts and Planned Giving Program: A Comprehensive Guide and Resource

*Kent E. Dove, Alan M. Spears, Thomas W. Herbert*  
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Conducting a Successful Major Gifts and Planned Giving Program--the fifth volume in the groundbreaking Dove on Fundraising Series--is a complete guide to establishing and sustaining a major gifts and planned giving program in a nonprofit organization. Written by master fundraiser Kent E. Dove and coauthors Alan M. Spears and Thomas W. Herbert, this essential resource includes the information needed to build a viable major gifts and planned giving program and offers a clear understanding of the law as it pertains to a variety of planned giving options. View an example of a teaching tool available in this title: Course Syllabus.

"This book presents innovative concepts for bringing major gifts and planned giving together for donors. Using these methods and techniques will position every nonprofit organization for success in major gift fundraising and the establishment of a planned giving program." Eugene R. Tempel, executive director, The Center on Philanthropy, Indiana University From the Publisher "This book presents innovative concepts for bringing major gifts and planned giving together for donors. Using these methods and techniques will position every nonprofit organization for success in major gift fundraising and the establishment of a planned giving program." Eugene R. Tempel, executive director, The Center on Philanthropy, Indiana University From the Back Cover Conducting a Successful Major Gifts and Planned Giving Program the fifth volume in the groundbreaking Dove on Fundraising Series is a complete guide to establishing and sustaining a major gifts and planned giving program in a nonprofit organization. Written by master fundraiser Kent E. Dove and coauthors Alan M. Spears and Thomas W. Herbert, this essential resource includes the information needed to build a viable major gifts and planned giving program and offers a clear understanding of the law as it pertains to a variety of planned giving. The authors address the full spectrum of major gifts and planned giving principles, including research, cultivation, solicitation, and stewardship. Conducting a Successful Major Gifts and Planned Giving Program describes how to involve a governing board in the program and craft a gift acceptance policy. It also outlines how to manage the program, develop a budget, set goals, define what resources are needed, and determine when to use consultants. Conducting a Successful Major Gifts and Planned Giving Program also includes a resource section that contains a wealth of illustrative real-world examples.