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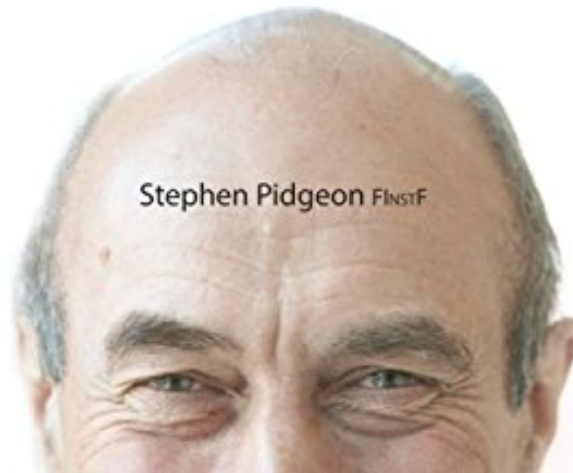
How to Love Your Donors (to Death)

Stephen Pidgeon

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"As irreverent and incisive as the man himself."

HOW TO LOVE YOUR DONORS (TO DEATH)



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Stephen Pidgeon : How to Love Your Donors (to Death) before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Love Your Donors (to Death):

0 of 0 people found the following review helpful. Changed my approach completelyBy Tom AhernI return to this book over and over. Stephen's four pillars exercise forever changed the way I write direct mail and cases. And his frank style is a breath of fresh air.

A book that will challenge, delight and encourage in equal measure, this uncompromising book bemoans the madness

of poor donor stewardship that besets the charitable sector and sets to put it right. A no nonsense book and refreshing look at achieving the real worth of charitable donors. Mining the depths of his extensive knowledge from 30 years of fundraising campaigns and giving countless examples of good and bad, Pidgeon, author and world renowned public speaker, describes the highs and lows of minor donor fundraising and decries the crass attitude of many non-fundraising colleagues to these essential donors. Fundraisers' attitudes to their donors will be changed forever.

'Tough, opinionated and just plain right. Pidgeon has raised millions for some of the world's largest fundraising charities and he hasn't always done that by being nice.' Professor Adrian Sargeant, Director of the Centre for Sustainable Philanthropy, Plymouth University 'Stephen Pidgeon's book is a high octane-fuelled read of the highest order. If reading this book doesn't make you shout 'Yes, yes, yes' on one page and snort with outrage on the next, I will be very surprised.' Joe Saxton, Driver of Ideas at nfpSynergyAbout the AuthorStephen Pidgeon FInstF speaks, consults and teaches throughout the world. He is Visiting Professor of Direct Response Fundraising at Plymouth University and a senior member of the teaching faculty for the UK Institute of Fundraising's Academy. He was a twice-elected trustee of the Institute. For nearly two decades he ran Tangible (formerly Target Direct), then the leading company providing direct marketing fundraising to the charitable sector, selling it in 2007. He still works on campaign and creative strategy for charity clients world-wide. He is a trustee of development agency VSO and a regular columnist in several fundraising journals.