



Conducting a Successful Development Services Program

Kent E. Dove, Vicky L. Martin, Kathy K. Wilson, Mary M. Bonk, Sarah C. Beggs

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Nonprofits' behind-the-scenes fundraising functions--information systems, development technologies, research, managing prospects, and stewardship--not only support an organizations' overall development efforts but also are key to long-term success. A first-of-its-kind resource, *Conducting a Successful Development Services Program* draws together in one book a tremendous body of knowledge on planning and managing an innovative and effective development services program. Written by master fundraiser Kent Dove, the book guides you through the process of identifying, researching, and managing prospects; creating, storing, and using data and information; and, properly administering gifts and showing appreciation to donors. An extensive resource section offers you a wealth of examples from real-life organizations.

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