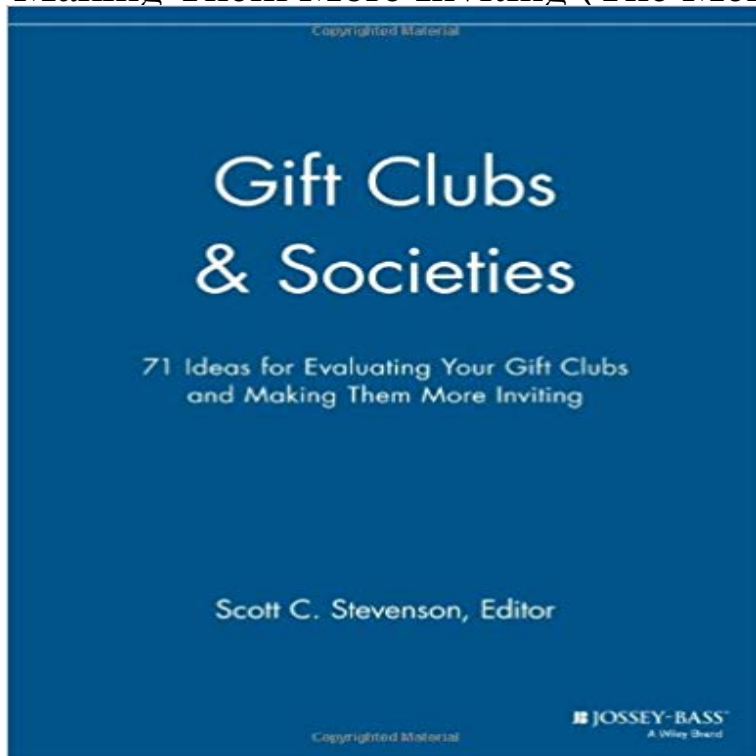


Gift Clubs and Societies: 71 Ideas for Evaluating Your Gift Clubs, Making Them More Inviting (The Membership Management Report)



Originally published by Stevenson, Inc., this practical resource provides nonprofit organizations with information on how to use gift clubs to improve fundraising results, procedures for creating or improving gift clubs or levels, and examples of donor clubs and accompanying benefits. Important topics covered include: Multiple levels of membership benefits Planned giving Giving recognition programs Approaches to upgrading members Analyzing a members potential Business contributors High end donor recognition Societies for specific constituents Planned gifts societies Gift club promotion Giving circles Annual operational plans Gift and club naming conventions Alumni engagement Please note that some content featured in the original version of this title has been removed in this published version due to permissions issues.

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