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The third edition of this acclaimed resource, *Achieving Excellence in Fundraising*, explains the fundraising profession's major principles, concepts, and techniques. With contributions from noted experts in the field, and filled with illustrative examples, this book demonstrates why fundraising is a strategic management discipline and clearly defines each step in the fundraising cycle.

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"This book is the best road map—coupled with creative approaches to the practice of fund development—you will find. The sections addressing donor interest and stewardship alone are worth the price. Take time to enhance your fundraising skills, and, most importantly, increase your fundraising results. Tempel, Seiler, and Aldrich have collaborated on a publication worthy of serious study."

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"Today's donors seek new philanthropic experiences. *Achieving Excellence in Fundraising* couples the importance of good stewardship and relationships with

innovation, engagement, and long-term results. This third edition takes a critical new look at a classic sector must-read."

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Editorial Review

About the Author

Eugene R. Tempel is president of Indiana University Foundation and professor of philanthropic studies and of higher education at Indiana University. He is a nationally recognized expert in the study and practice of philanthropy and nonprofit management, and his career includes more than two decades in higher education administration, fundraising, and teaching. For eleven of those years, he directed the Center on Philanthropy at Indiana University, a leading national resource for nonprofit education, research, training, and public service programs. Dr. Tempel is a member of several boards, past chair of the Indiana Commission on Community Service and Volunteerism, the first elected president of the Nonprofit Academic Centers Council, and a member of Independent Sector's Expert Advisory Panel that created national guidelines for nonprofit governance and ethical behavior. He is the author and coauthor of several works in the field and has won numerous awards. He earned his bachelor's degree from St. Benedict College and his M.A. and Ed.D. from Indiana University. He also holds the Certified Fund Raising Executive (CFRE) professional certification from CFRE International.

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