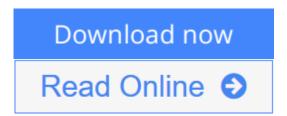


Achieving Excellence in Fundraising

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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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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 Certifited Fund Raising Executive (CFRE) professional certification from CFRE International.

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Eva E. Aldrich is associate director of The Fund Raising School at the Center on Philanthropy at Indiana University, where her work centers on the development and revision of The Fund Raising School's curriculum. Prior to joining the Center on Philanthropy, she was a member of Johnson, Grossnickle and Associates, an institutional strategy and advancement consulting fi rm. Ms. Aldrich serves the fundraising profession as a member of CFRE International's Exam Committee and was a member of CFRE International's 2009 Job Analysis Task Force. In addition, she has taught fundraising professionals around the globe, conducting courses in Austria, China, India, and New Zealand. She earned her B.A. *summa cum laude* from Manchester College, North Manchester, Indiana, and her M.A. from Indiana University; she is currently pursuing a Ph.D. in philanthropic studies from Indiana University. She also holds the Certifi ed Fund Raising Executive (CFRE) professional certifi cation from CFRE International.

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