



Listening to Your Donors (Jossey-Bass Nonprofit and Public Management Series)

Bruce Campbell

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What do your donors need? How can you win their support? For the nonprofit seeking to improve programs and increase fundraising, this book provides a step-by-step guide to listening to the needs of your donors through effective survey research. Bruce Campbell draws from over fifteen years of professional experience and real-life examples to provide many of the research tools that a nonprofit needs. He explains how to design questionnaires, select sample populations, create focus groups, analyze survey results, and much more. Throughout the book, there are tables, action steps, and sample questionnaires to help tailor your donor research to the organization's mission and goals. With the right approach, your nonprofit can not only build donor relations but also expand its resources. Listening to Your Donors is an essential tool for nonprofit executives involved with fundraising, communications, marketing, or public relations.

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