



Other Recommended Publications

Useful books for fundraisers

Cultural Giving - Successful Donor Development for Arts and Heritage Organisations

A new book by Theresa Lloyd, part-funded by the Institute of Fundraising. The book is a practical and inspiring guide for culture and heritage organisations that wish to create, sustain and increase recurring income from individual donors.

Cost: 15 plus 5 P&P, available from the [Directory of Social Change](#).

Why Rich People Give

A study by Theresa Lloyd, the 'UK's leading expert on major gift fundraising' (*Professional Fundraising*).

Based on interviews with 100 wealthy people, it provides in-depth research into their attitudes, motivations, experiences and expectations as donors.

Cost: 15 plus 5 P&P, available from the [Directory of Social Change](#).

Fundraising Management

By Adrian Sargeant and Elaine Jay this is a unique blend of academic knowledge and the best of professional practice. Much more than a 'how-to' guide, the text is grounded in the critical issues of fundraising to provide readers with a comprehensive overview of modern fundraising planning and practice.

Cost: 26.99, available from [Charity Fundraising](#).

Related Links

- [Directory of Social Change](#)
- [Charity Fundraising](#)
- [Contact the Policy Team](#)

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