

# Curriculum Vitae

Adrian Sargeant

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## Narrative CV

Professor Adrian Sargeant is widely considered the world's foremost fund development or fundraising academic. He is now Co-Director of the Institute for Sustainable Philanthropy. He was formerly the first Hartsook Chair in Fundraising at Indiana University and the Chair of Centre for Voluntary Sector Management at Henley Management College. He has received many awards for his services to the profession, notably being named to the prestigious Nonprofit Times Top 50 Power and Influence List in the United States in 2010. In the UK he received a Civil Society Award for his Outstanding Contribution to Fundraising in the same year.

Professor Sargeant is also one of the world's leading authorities on how to achieve growth in philanthropy. In 2011 he ran Growing Philanthropy summits in Washington DC and London drawing together leaders from the nonprofit communities in both countries to discuss the role that the sector itself might play in growing philanthropy. He also jointly facilitated a philanthropy summit for the Rockefeller Foundation and the Resource Alliance in Bellagio, Italy, the primary goal of which was to improve the flow of philanthropy in the development system.

He is a prolific author and educator. He has published many books and articles in the domain of individual giving, fundraising and nonprofit marketing. Most recently he has designed new qualification frameworks for fundraising professional bodies across the world. In the UK, for example, he designed the new Certificate/Diploma in Fundraising courses that are now offered by the Institute of Fundraising. He has recently completed similar work in the United States working with the Association of Fundraising Professions, creating a new Diploma and Advanced Diploma in Fundraising. Adrian has also worked in Ireland and Norway.

Professor Sargeant is considered a world class and motivational speaker, delivering multiple presentations each year to a global audience. Few other speakers have consistently delivered high quality content over such an extended period.

Topics include donor retention/loyalty, philanthropic psychology, relationship fundraising, bequest/legacy fundraising, nonprofit board development and how to achieve massive growth in philanthropy.

## Academic Qualifications

College/University	Qualification	Date
University Of Exeter	PhD Marketing	07/96
University Of Exeter	Certificate In Education	07/96
Heriot-Watt University	Master Of Business Administration	11/93
Cornwall College Of Further and Higher Education	Diploma In Marketing	12/91
Cornwall College Of Further and Higher Education	Certificate In Marketing	12/90
Cornwall College Of Further and Higher Education	Post Graduate Diploma In Operations and Industrial Management	06/90
Cornwall College Of Further and Higher Education	Certificate In Industrial Management	06/89

## Key Honours

Awarded honorary fellowship of the Institute of Fundraising – July 2008

Received Hartsook Institutes Growing Philanthropy Award for Research in Fundraising, Kansas City, Feb 2010.

Received Civil Society Award for Outstanding Contribution to Fundraising – June 2010.

Named to Nonprofit Times – Power & Influence Top 50 – August 2010.

Received Lifetime Achievement Award from the Institute of Fundraising – Feb 2016

## Employment History

Employer	From	To	Post Held
Institute for Sustainable Philanthropy	03/18	-----	Director
Indiana University	06.14	-----	Adjunct Professor of Fundraising and Philanthropy
Plymouth University	08/13	03/18	Director – Centre for Sustainable Philanthropy

Indiana University	11/06	05/14	Robert F Hartsook Professor of Fundraising
Centre for Philanthropy and Nonprofit Studies, QUT, Brisbane, Australia	01/06	-----	Adjunct Professor of Philanthropy
University of the West of England	01/01	08/12	Professor of Nonprofit Marketing and Fundraising Research Unit Director
Henley Management College	01/01	12/03	Professor of Nonprofit Marketing – Chair, Centre for Voluntary Sector Management
IUPUI (Indiana University and Perdue University at Indianapolis)	01/01	11/06	Adjunct Professor of Philanthropy
IUPUI (Indiana University and Purdue University at Indianapolis)	12/99	12/00	Visiting Professor of Nonprofit Marketing
Henley Management College	09/97	11/99	Marketing Faculty
University of Exeter	07/94	09/97	Lecturer in Marketing

### **Membership of Professional Bodies**

I was the first Chief Examiner for the Institute of Fundraising’s qualification program.

Fellow of the Institute of Fundraising.

### **PhD Supervision / Examination Experience**

I have supervised sixteen PhDs through to completion and acted as an examiner for fourteen.

## Research Funding

In my 23 year career as an academic my work has been funded by traditional research funders such as the ESRC, Aspen Foundation and the Rockefeller Foundation. It has also been funded by a plethora of nonprofit organizations around the world including: American Cancer Society, United Way, Humane Society, American Red Cross, British Red Cross, Canadian Cancer Society, Heritage Foundation, Oxfam, Otterbein Homes, RSPCA, National Deaf Children's Society, UNICEF, UNHCR, Habitat for Humanity, the Catholic Church, Greenpeace, NSPCC, Fred Hollows Foundation and CanTeen. I have also received funding from various agencies that serve the needs of nonprofits including Tangible Response, Listen, Hartsook Companies Inc, Charities Aid Foundation, the Giving Campaign, Institute of Fundraising, About Loyalty, Campbell Rinker Inc, Bloomerang Inc, Association of Fundraising Professionals, Pareto Fundraising and the Resource Alliance. Most of my personal research projects have historically been funded by groups of nonprofits I've brought together to examine a focal issue.

## Publications

### A) Books

**Sargeant A** (1999) Marketing Management For Nonprofit Organisations, Oxford University Press, Oxford. ISBN 0-19-877567-9

**Sargeant A** and McKenzie J (1998) A Lifetime Of Giving: An Analysis of Donor Lifetime Value', Charities Aid Foundation, West Malling, ISBN 1-85934-088-1

**Sargeant A** and Kaehler J (1998) Benchmarking Charity Costs, Charities Aid Foundation, West Malling, ISBN 1-85934-089-X

**Sargeant A** and West D (2001) Direct and Interactive Marketing, Oxford University Press, Oxford, ISBN 0-19-878253-5

**Sargeant A** (1999) 'Direct Marketing' in Blois K (1999) (Ed) The Oxford Textbook of Marketing, Oxford University Press, Oxford.

Tofallis C and **Sargeant A** (2000) 'Assessing Charities Using Data Envelopment Analysis' in Performance Measurement – Past, Present and Future, Neely A (Ed), Centre for Business Performance, Cranfield University, ISBN 953376117

**Sargeant A** (2002) 'What Turns Donor's On? What Turns Them Off? In 'A Lot of Give' by Walker C and Pharoah C (2002), Hodder and Stoughton, pp162-179. ISBN 0340804912

**Sargeant A** and Jay E (2004) Fundraising Management: Analysis, Planning and Practice, Routledge, London.

**Sargeant A** and Jay E (2004) Building Donor Loyalty: The Fundraiser's Guide To Increasing Lifetime Value, Jossey Bass, San Francisco.

**Sargeant A** (2004) *Marketing Management for Nonprofit Organizations* (2<sup>nd</sup> Edition), Oxford University Press.

**Sargeant A** (2004) *Marketing W Organizacjach Non Profit*, Oficyna Ekonomiczna, Krakow, Poland.

**Sargeant A** and Jay E (2007) 'Measuring and Managing Donor Value,' in Mordaunt J and Paton R (eds) *Thoughtful Fundraising*, Routledge, London.

**Sargeant A** and Wymer W (2007) *The Routledge Companion To Nonprofit Marketing*, Routledge London.

**Sargeant A** and Woodliffe L (2007) 'Individual Giving Behaviour: A Multidisciplinary Review', in Sargeant A and Wymer W (Eds) *The Routledge Companion To Nonprofit Marketing*, Routledge, London, pp 111-144.

**Sargeant A** (2008) *National Occupational Standards for Fundraising*, UK Workforce Hub, London.

**Sargeant A** (2008) 'Marketing for Nonprofit Organizations' in Baker M.J. and Hart S.J. *The Marketing Book*, 6<sup>th</sup> Edition, Butterworth Heinemann, London, 526-550.

**Sargeant A** (2009) *Marketing Management for Nonprofit Organizations*, (3<sup>rd</sup> edtn) Oxford University Press, Oxford.

**Sargeant A** and Jay E (2010) *Fundraising Management, Analysis Planning and Practice*, 2<sup>nd</sup> edition, Routledge, London

**Sargeant A**, Shang J (2010) *Fundraising: Principles and Practice*, Jossey Bass, San Francisco.

**Sargeant A** (2010) *Essentials of Donor Loyalty*, White Lion Press, London.

**Sargeant A** (2012) *Building Donor Loyalty*, The Beautiful Foundation, Korea.

**Sargeant A** and Jay E (2014) *Fundraising Management: Analysis, Planning and Practice*, 3<sup>rd</sup> Edition, Routledge, London.

**Sargeant A** and MacQuillin I (2016) 'Marketing for Nonprofit Organizations' in Baker M.J. and Hart S.J. *The Marketing Book*, 7<sup>th</sup> Edition, Butterworth Heinemann, London, 533-554.

**Sargeant A** and Shang J (2017) *Fundraising Principles and Practice*, 2<sup>nd</sup> Edition, Jossey Bass, San Francisco.

## **b) Conference Presentations**

**Sargeant A.** (1995) 'Market Segmentation In The Charity Sector - An Examination Of Common Practice', Proceedings , M.E.G. Annual Conference, Bradford, pp693-702.

**Sargeant A.** (1996) 'Training For Enterprise - What's So Special About The Small Business?', Proceedings, The 1996 Small Business and Enterprise Development Conference, University of Leeds.

**Sargeant A.** and Bater K, (1996), 'Trust Fund-Raising - Understanding Giving Behaviour' Paper Presented To Marketing Education Group Conference, July, University of Strathclyde.

**Sargeant A.** and Kaehler J. (1996) ' Charity Marketing - Targeting The Likely Donor', Paper Presented To Marketing Education Group Conference, July, University of Strathclyde.

**Sargeant A.** and Mohammed M (1997) 'Learning From Basil - Is Hotel Marketing Still Faulty?' Paper Presented To The Academy Of Marketing Conference, July, UMIST.

**Sargeant A.** and Asif S. (1997), 'Banking On Satisfaction - Can Internal Marketing Deliver?', Paper Presented To The Academy Of Marketing Conference, July, UMIST.

**Sargeant A** and Kaehler J. (1997) 'Service Quality and the G.P. Practice - Are Fundholding Practices More Responsive To The Needs Of Their Patients' Academy Of Marketing Conference, UMIST, July, pp917-930

**Sargeant A** and Kaehler J (1997), 'Charities and Administration Costs - Cracking The Chestnut', Charities Aid Foundation Annual Conference - Raising The Standard, October, London.

**Sargeant A.** (1997) 'Marketing In The Non-Maintained Special School Sector - A Case Study Of The Carnegie School', NACRA Annual Conference, Cincinnati, U.S.A.

Hung C.L, **Sargeant A** and West D (1997) 'Chinese Perceptions Of Canadians As Business Alliance Partners', Proceedings, Sixth Symposium On Cross Cultural Consumer and Business Studies, Honolulu, pp112-116

**Sargeant A.** (1997) ' U.K. Corporate Giving - A New Paradigm Emerges', Paper Presented To the ARNOVA Annual Conference, Indianapolis, USA.

**Sargeant A.** (1998), 'Marketsegmentierung - Nutzen NPO Ihr Potential?', Sechste Freiburger Studentage Fundraising (Proceedings), Freiburg, Switzerland, pp57-63.

Asif S. and **Sargeant A** (1998) 'Internal Marketing Tactics: Is Communication Really All There Is To It?' Developments In Marketing Science, Vol XXI, Academy Of Marketing Science Conference, Virginia, May, pp351-355.

**Sargeant A** (1998) 'Communicating With Donors' Paper Presented to the Annual ICFM Conference, July, University of Warwick.

**Sargeant A** (1998) 'Investigating Lifetime Value' Paper Presented to the Annual ICFM Conference, July, University of Warwick.

**Sargeant A** and Msweli P (1998), 'Keeping The Distributor Sold - Towards A Model Of Retention In Network Marketing Organisations' Proceedings - Academy of Marketing Conference, Sheffield Hallam University, pp460-465.

Alfansi L and **Sargeant A** (1998), 'Benefit Segmentation In The Indonesian Banking Industry - Just What Is The Potential?' Proceedings - Academy of Marketing Conference, Sheffield Hallam University, pp562-563.

Mohamad M and **Sargeant A** (1998), 'Modelling the Service Gap - Do Hotel Employees Really Understand Guest's Needs?' Proceedings - Academy of Marketing Conference, Sheffield Hallam University, pp466-473.

Lyman M and **Sargeant A** (1998) 'Charitable Giving: An Exploratory Model of Donor Behaviour', Proceedings – Academy of Marketing Conference, Sheffield Hallam University, pp 630-631.

Dinan C and **Sargeant A** (1998), 'Tourism Marketing: Adding Value Through Sustainability', Proceedings – Academy Of Marketing Conference, Sheffield Hallam University, pp656-657.

Kaehler J and **Sargeant A** (1998) 'Financial Based Measures Of Performance For UK Charities', Proceedings - Performance Measurement: Theory and Practice, University Of Cambridge, July, pp543-550.

**Sargeant A** and Young B.M (1998) 'He Ain't Heavy He's My Donor – An Empirical Analysis Of Lifetime Value In The Voluntary Sector' Researching The Voluntary Sector – NCVO Conference – Loughborough.

Msweli P and **Sargeant A** (1998), 'Direct Selling in the Rainbow Nation: Retaining The Distributor', Proceedings of the Academy of Marketing - Multicultural Marketing Conference, Montreal, Canada, Sept, pp270-275.

**Sargeant A** (1998) 'A Lifetime of Giving: Ana Analysis Of Donor Lifetime Value', Funding The Future, Charities Aid Foundation Conference, QE2 Conference Centre, 29<sup>th</sup> Oct, London.

**Sargeant A** (1998) 'Charity Fundraising Costs – Just What Is The Benchmark?', 27<sup>th</sup> Annual ARNOVA Conference, University of Washington, Seattle.

**Sargeant A**, Foreman S and Liao M (1999) 'Horses For Courses: Market Versus Societal Orientation in the Nonprofit Sector', Proceedings, Academy of Marketing Conference, Stirling, July 1999.

**Sargeant A** (1999) 'Should The Sector Step Back and Ask Why It Needs To Market Itself?' NCVO Marketing The Future Conference, London, July 1999-07-16

**Sargeant A** (1999) 'Why Do Donors Give?', ICFM Tenth Annual Conference, Birmingham Metropole, Birmingham, July 1999.

**Sargeant A** (1999) 'Donor Retention – Just Why Do Donors Stop Giving?' ICFM Tenth Annual Conference, Birmingham Metropole, Birmingham, July 1999.

**Sargeant A**, West D and Ford J.B. (1999) 'Charitable Giving Towards A Model of Donor Behaviour' AMA Summer Educators Proceedings, San Francisco, pp95-96.

**Sargeant A** (1999) 'Investigating Charity-Donor Relationships: Why do Individuals Stop Giving?' 5<sup>th</sup> Annual Researching the Voluntary Sector Conference, NCVO, City University, London.

**Sargeant A** (1999) 'Modelling Donor Attrition – Why Do Individuals Stop Giving?' Proceedings, Annual ARNOVA Conference, November, Washington D.C.

**Sargeant A** (2000) 'Maintaining The Funding Base- Finding and Keeping Donors', Opportunity and Inclusion - NCVO Annual Conference, The Brewery, London, February 10<sup>th</sup>.

**Sargeant A** (2000) 'Managing Donor Defection: Why Should Donors Stop Giving', Taking Fundraising Seriously, Taking Donor Dynamics Beyond the Comfort Zone, Indiana Center on Philanthropy. 13<sup>th</sup> Annual Symposium, Indianapolis, Indiana.

Asif S and **Sargeant A** (2000), 'Is Internal Marketing Really Important? An Examination of Internal Service Quality Perceptions From A UK Banking Perspective', Proceedings of the Annual Conference, Academy of Marketing Science, XXIII 2000, Montreal, May 24-27<sup>th</sup>, pp354-360.

**Sargeant A** and Lee S (2000) 'Public Trust and Confidence', ICFM Annual Conference, Birmingham, July 2000.

**Sargeant A** (2000) 'Bluffers Guide To Lifetime Value', ICFM Annual Conference, Birmingham, July 2000.

**Sargeant A** (2000), 'Donor Retention – Just Why Do Donors Stop Giving?', ICFM Annual Conference, Birmingham, July 2000.

**Sargeant A**, Ford J.B and West D.C. (2000) 'Perceptual Determinants of Donor Value', Direct Marketing Association Annual Conference, New Orleans, Oct 2000.

**Sargeant A.**, Ford J.B., West D.C. (2000) Predicting Donor Value: The Role of Perceptions, Proceedings, Atlantic Marketing Association Conference, Marketing in the Century Ahead, Charleston, South Carolina, Oct11-14<sup>th</sup>, pp274-286.

**Sargeant A** (2000) 'How To Build Donor Loyalty', Proceedings, 20<sup>th</sup> International Fund Raising Workshop, Golden Tulip Conference Centre, Leeuwenhorst, Amsterdam, Holland.

**Sargeant A** (2000) 'A World on the Move', Proceedings, 20<sup>th</sup> International Fund Raising Workshop, Golden Tulip Conference Centre, Leeuwenhorst, Amsterdam, Holland.

**Sargeant A** (2000) 'Building Donor Loyalty Through Lifetime Value', La Asociacion Mexicana de Profesionales en Obtencion de Fondos y Desarrollo Institucional A.C., Philanthropy Conference, Nov 2000. Mexico City.

**Sargeant A** (2000) 'Donor Retention – Some Reflections on Current Practice', National Society of Fund Raising Executives – Annual Canadian Conference, Toronto, Canada, Nov 2000.

**Sargeant, A** , John B. Ford and Douglas West (2000), 'Nonprofit Customer Retention: Why Do Donors Quit?' Marketing Advances in the New Millennium: Proceedings of the Society for Marketing Advances Annual Conference, 2000, pp. 240-244.

**Sargeant A** (2001) 'What Drives Donor Loyalty?', Association of Fundraising Professionals' Annual Conference, March, San Diego, California.

**Sargeant A** (2001) Lessons Worth Adopting From North American Practice, Relationship Marketing For Charities, Henry Stewart Conference, Jurys, London.

**Sargeant A** (2001) 'Using Lifetime Value', Directory of Social Change, Charity Fair, Business Design Centre, London.

**Sargeant A** and Foreman S(2001) 'Nonprofit Website Effectiveness: An Exploratory Study' Academy of Marketing Annual Conference, Cardiff, July.

**Sargeant A** and Lee S (2001) 'Public Trust and Confidence in the Voluntary Sector: An Empirical Study', Academy of Marketing Annual Conference, Cardiff, July.

**Sargeant A** (2001) 'Why Do People Give and Why Do They Stop?' , ICFM Regional Conference, Cheltenham, October.

**Sargeant A** (2001) 'Public Trust and Confidence', Charities Aid Foundation Annual Conference, November, London.

**Sargeant A** and Lee S (2001) 'Perceptual Determinants of Charity Giving Behaviour', ARNOVA Conference, Miami, December.

**Sargeant A** (2002) 'How To Build Donor Loyalty', 39th International Conference on Fundraising, St Louis, MI, April.

**Sargeant A** (2002) 'Integrated Fundraising Over The Web', Relationship Marketing Conference, Henry Stewart Conferences, April, London.



West D and **Sargeant A** (2002), 'Key Behaviours in Advertising Risk Management in the Not-For-Profit Sector,' Proceedings of the Academy of Marketing Conference, Nottingham, 2-5 July, CD-ROM, ISBN 0-85358-114-2, 20 pages.

**Sargeant A** and Lee S (2002) 'Trust in the Voluntary Sector: A Relationship To Giving?' 5<sup>th</sup> International Conference of the International Society For Third-Sector Research, Cape Town, South Africa, July.

**Sargeant A** and Jay E (2002) 'The Role of Funders in Nonprofit Merger Activity: Implications For Charity Fundraising and Marketing Practice', 2<sup>nd</sup> Annual Colloquium on Nonprofit, Social and Arts Marketing, London Metropolitan University, September.

**Sargeant A** and Wymer W (2002) 'Nonprofit and Business Sector Collaborations', 2<sup>nd</sup> Annual Colloquium on Nonprofit, Social and Arts Marketing, London Metropolitan University, September.

**Sargeant A** (2002) 'Legacy Marketing: Just What Is The Potential?' Charities Aid Foundation Conference, London, November.

**Sargeant A** (2002) 'Benchmarking Charity Costs: A New UK Initiative', ARONVA 31<sup>st</sup> Annual Conference, Montreal, Canada.

**Sargeant A** (2003) 'Marketing Giving: What Do We Know About Why People Give?' Changing Minds and Making Money: Using Marketing To Achieve Behavioural Change, University of the West of England, May.

**Sargeant A**, Jay E and West DC (2003) 'The Determinants of Website Effectiveness: An Assessment of the Role of Relationship Marketing' Academy of Marketing Conference, Aston University, July.

**Sargeant A** and Lee S (2003) 'Benchmarking Fundraising Practice' Institute of Fundraising Annual Conference, Birmingham, July

**Sargeant A** and Tempel E (2003) 'Leading and Plotting The Future', International Fundraising Congress, Amsterdam, Holland, October.

**Sargeant A** (2003) 'Legacies – How To access The Hidden Millions' CAF Annual Conference, Great George Street, London, November.

**Sargeant A** and Hudson J (2003) 'Exploring Brand Values in the Charity Sector: Just What Is The Span of Control?', ARNOVA Conference, Denver, November

**Sargeant A** and Lee S (2003) 'The New Marketing Myopia: Why Is The Giving Literature So Often Ignored?' ARNOVA Conference, Denver, November.

**Sargeant A** (2004) 'Successful Legacy Fundraising: What Works and What Doesn't' 27<sup>th</sup> International Fundraising Conference, Melbourne, Australia.

**Sargeant A** (2004) 'Critical Issues in Fundraising: Leading and Plotting The Future' 27<sup>th</sup> International Fundraising Conference, Melbourne, Australia.

**Sargeant A** (2004) 'Donor Retention: Using Lifetime Value To Inform Retention Strategy', Phil Desbrow Memorial Lecture, Queensland Institute of Technology, Brisbane, Australia.

**Sargeant A**, Warwick M and Hilton T (2004) Successful Bequest Fundraising: Key Lessons From Research. AFP Annual Conference, Seattle, March.

**Sargeant A** (2004) 'Assessment, Measurement, Accountability and ROI', Issues and Answers, National Community Relations and Development Conference, April, Dallas, Texas.

**Sargeant A**, Jay E and West D (2004) 'Determinants of Nonprofit Website Effectiveness: The Role of Donor Relationships' Academy of Marketing, Cheltenham, July.

**Sargeant A** (2004) 'What Has Research Done For Fundraising Recently?' Institute of Fundraising Conference, Birmingham, July.

**Sargeant A** (2004) 'How To Keep Donor Loyal', Institute of Fundraising Conference, Birmingham, July.

**Sargeant A** (2004) 'Strategic Marketing Planning', Institute of Fundraising Conference, Birmingham, July.

**Sargeant A** and Woodliffe L (2004) 'The Antecedents of Donor Commitment to UK Voluntary Organizations', Fourth Annual Colloquium on Nonprofit, Social, and Arts Marketing, London Metropolitan University, September.

Lee S, **Sargeant A** and Tapp A (2004) 'Morality and Markets: An Exploration of the Impact of Charity Reputation on Donor Intention' Fourth Annual Colloquium on Nonprofit, Social, and Arts Marketing, London Metropolitan University, September.

**Sargeant A** and Carnie C (2004) 'Understanding Donors: How Research Can Inform and Enhance Your Fundraising Strategy', 24<sup>th</sup> International Fundraising Congress, Noordwijkerhout, The Netherlands, October.

**Sargeant A** and Radcliffe R (2004) 'Successful Legacy Fundraising – Just What Do Donors Think Is Appropriate?', 24<sup>th</sup> International Fundraising Congress, Noordwijkerhout, The Netherlands, October.

**Sargeant A** and Farthing P (2004) 'Keeping Your Supporters! New Approaches To Stop Them Leaving', 24<sup>th</sup> International Fundraising Congress, Noordwijkerhout, The Netherlands, October.

**Sargeant A**, Pharoah C, Walker C and Goodey L (2004) 'Charting The Charity Universe', Charities Aid Foundation Conference, November, London.

Woodliffe L and **Sargeant A** (2004) 'Defining Commitment in the Context of the Donor Charity Relationship' Paper Presented To The 33<sup>rd</sup> Annual ARNOVA Conference, Los Angeles, November.

**Sargeant A** (2005) 'Building Donor Loyalty', Red Cross Fundraising Conference, Birmingham, February.

**Sargeant A** (2005) 'New developments In Fundraising Research', Paper Presented To The Researchers In Fundraising Conference, NCVO, London. March.

**Sargeant A** (2005) 'Building Donor Loyalty', Paper Presented to the 42<sup>nd</sup> International Conference on Fundraising, Association of Fundraising Professionals, Baltimore, April.

**Sargeant A** (2005) 'Building Donor Loyalty', Paper Presented to the Institute of Fundraising, South West Spring Conference, AXA Centre, Bristol, April.

Polonsky, M.J. and **A. Sargeant** 'Service Blueprinting in the Nonprofit Sector: A Case Study,' 2005 Academy of Marketing Science Conference, Session 12.1: 1-5 in Developments in Marketing Science, Editor H.E. Spotts ISSN 0149-7421

West, Douglas C. and **Adrian Sargeant**, (2005) 'Website Productivity in the Not-For-Profit Sector,' Proceedings of EMAC, Università Bocconi, Milan, Italy, 24-27 May: CD-ROM.

- Sargeant A** and Hudson J (2005) Nonprofit Brand or Bland: An Exploration of the Structure of Charity Brand Personality, Proceedings of EMAC, Università Bocconi, Milan, Italy, 24-27 May: CD-ROM.
- Sargeant A** (2005) 'Challenges in Individual Giving', Third Sector Foresight Conference, NCVO, London, June.
- Sargeant A**, Hilton T and Wymer W (2005) The Final Gift: Motives and Barriers To Giving, Proceedings of the World Marketing Congress, Muenster, July, p395.
- Sargeant A** (2005) 'Planning For Success: Marketing For Nonprofit Organizations', INCE Conference, Sydney, August.
- Sargeant A** (2005) 'Critical Issues in Fundraising: What Every Fundraiser Should Know,' INCE Conference, Sydney, August.
- Sargeant A** (2005) 'Building Donor Loyalty', Professional Fundraiser, London, November.
- Sargeant A**, Hudson J and Ford J B (2005) 'Charity Brand Personality: Distinguishing Sector Cause and Organization' Paper presented to 34th Annual ARNOVA Conference, Washington DC, November.
- Sargeant A** and Lee S (2005) 'Philanthropic Giving Index: Some Thoughts From Across The Pond' Paper presented to 34th Annual ARNOVA Conference, Washington DC, November.
- Sargeant A** (2005) 'Strategies for Meeting the Fundraising Challenge' ACEVO – Plenary Presentation to the Funding The Future Conference, Methodist Central Hall, London, November.
- Sargeant A** (2005) 'The Future of Fundraising', Third Sector Foresight Conference, Oxford, November.
- Sargeant A** (2005) 'Nonprofit Marketing: A How To Guide', AFP Conference – Greater Toronto Chapter, Toronto Convention Centre, Toronto, November.
- Sargeant A** (2005) 'Understanding Bequest Giving', AFP Conference – Greater Toronto Chapter, Toronto Convention Centre, Toronto, November.
- Sargeant A** (2005) 'Critical Issues In Fundraising: What Do We Know From Research?', AFP Conference – Greater Toronto Chapter, Toronto Convention Centre, Toronto, December.
- Sargeant A** (2006) 'Publishing in the Field of Nonprofit, Arts and Voluntary Sector Marketing,' Proceedings of the First joint Workshop of the Nonprofit and Arts/Heritage Marketing Special Interest Groups of the Academy of Marketing', London Metropolitan University, March.
- Sargeant A** (2006) Achieving Donor Loyalty, Association of Fundraising Professionals Audio Conference, May
- Sargeant A** and Breeze B (2006) 'Reasons For lapse: The Case of Doorstep Fundraising', Paper presented to the 7<sup>th</sup> International Conference of the International Society for Third-Sector Research (ISTR), Bangkok, July.
- Hudson J and **Sargeant A** (2006) 'Managing Donor Attrition: The Case of Doorstep Fundraising' Paper presented to the Third Australian Non-profit and Social Marketing Conference (ANSMAC), Newcastle, Australia, August.
- Sargeant A**, Routley C and Scaife W (2006) 'Successful Bequest Fundraising: Lessons From Research', ARNOVA Annual Conference, Chicago, November.

- Sargeant A** (2007) 'What Has Research Done For Fundraising Recently?' Masters Track, 44<sup>th</sup> AFP International Conference on Fundraising, Dallas, March.
- Sargeant A** (2007) 'Building Donor Loyalty' 44<sup>th</sup> AFP International Conference on Fundraising, Dallas, March.
- Sargeant A** and Radcliffe R (2007) 'How Come People Leave Legacies At All?' Institute of Fundraising National Convention, July, London.
- Sargeant A** (2007) 'Building Donor Loyalty: Lessons From Research' Institute of Fundraising National Convention, July, London.
- Sargeant A.**, Hunter T., Gillespie E and Allison C (2007) 'Towards A More Professional Fundraising Future', Institute of Fundraising National Convention, July, London.
- Sargeant A** (2007) 'Successful Internet Fundraising: Key Lessons From Research', Institute of Fundraising National Convention, July, London.
- Sargeant A** (2007) 'Successful Marketing Planning', 27<sup>th</sup> International Fundraising Congress, Noordwijkerhout, The Netherlands, October.
- Sargeant A** (2007) 'Successful Bequest Fundraising' Presentation to Planned Giving Society of Connecticut Annual Meeting, Hartford, Connecticut, November.
- Sargeant A** (2007) 'Critical Issues in Fundraising' Presentation to Arts Support Australia, Sydney, November.
- Sargeant A** (2007) 'A Masterclass in Fundraising' Presentation to Arts Support Australia, Melbourne, November.
- Sargeant A**, Shang Y and Shabbir H (2007) 'The Social Marketing of Giving: A Framework for Public Policy Intervention,' Paper Presented to the ARNOVA Annual Conference, Atlanta, November.
- Sargeant A** (2007) 'Building Lifetime Donor Relations: Lessons From Research,' Case V Annual Conference, Sheraton Hotel, Chicago, Illinois, December.
- Ford J.B, **Sargeant A** and West D.C. (2008) 'Cross-Cultural Scale Development: An Emic-Etic Balancing Act,' Paper Presented to the Cultural Perspectives in Marketing Conference, New Orleans, January.
- Sargeant A** (2008) Mastering Donor Retention, Unlocking The Secrets of Fundraising Conference, University of Wales, Newport, Wales, February 14<sup>th</sup>.
- Sargeant A** (2008) 'So Where Did The Pyramid Come From..?' Association of Fundraising Professionals Annual Conference, San Diego, March/April.
- Sargeant A** (2008) Developments in Fundraising Education: New Thinking, New Research and New Syllabi, American Humanics Conference, Indianapolis, Indiana, May.
- Sargeant A** (2008) 'Fundraising in the Internet Environment in the Context of Facing Disasters,' The Fifth Serial Lecture: Facing Wenchuan Earthquake Disaster and NGOs Capacity Building, CCSS and Narada Foundation, Beijing China, July.
- Sargeant A** (2008) 'Successful Legacy Fundraising: Lessons From Research', Institute of Fundraising National Convention, London, July.

**Sargeant A** (2008) 'Building Donor Loyalty: Lessons From Research,' , Institute of Fundraising National Convention, London, July.

**Sargeant A** (2008) 'Philanthropic Psychology: An Emerging Discipline,' Institute of Fundraising National Convention, London, July.

**Sargeant A** (2008) 'Fundraising Planning 101,' Institute of Fundraising National Convention, London, July.

**Sargeant A** (2008) 'Donor Retention: Lessons From Research', Public Radio Development and Marketing Conference, Orlando, Florida, July.

**Sargeant A** (2008) 'Donor Behavior: Lessons From Research', Public Radio Development and Marketing Conference, Orlando, Florida, July.

**Sargeant A** (2008) 'Beyond the Art or Science Debate', Presentation to the AFP Chicago Chapter, Chicago, September.

**Sargeant A** (2008) 'Giving In The Nonprofit Sector', Association of Fundraising Professionals and Rollins College Philanthropy and Nonprofit Leadership Center 2008 Think Tank on Fundraising, Orlando, Florida, October.

**Sargeant A** (2008) The Eight Things Fundraisers Should Know From Research, Resource Alliance Webinar, October.

**Sargeant A** (2008) Raising Funds in Today's Economy: Issues and Trends in Individual Giving, The Wave of the Ship: Leadership for Fundraising, Plenary Presentation to Presidents Colloquium, Seventh Day Adventist World Headquarters, Washington DC, November.

**Sargeant A.** (2008) 'All You Need To Know About Fundraising: A Guide To Internet Giving and Major Gift', The Nonprofit Toolkit, Bloomington City Hall, Bloomington, Indiana.

**Sargeant A, Shang J and Hudson J** (2008) 'The Identification Process in Bequest Giving' Paper Presented to the 2008 ARNOVA Conference, Philadelphia, November.

**Sargeant A** (2008) 'Modelling Donor Attrition', Fundraising Effectiveness Project Workshop, Association of Fundraising Professionals, North Park University, Chicago, December.

**Sargeant A, James R and Rooney P** (2009) 'Research Unveiled: What Every Fundraiser Needs To Know About bequest Giving' Association of Fundraising Professionals Annual Convention, New Orleans, March.

**Sargeant A, Birkholtz J and Byington-Smith, J** (2009) ' Where Have All My Donor Gone? Planning to Retain Your Donors', Association of Fundraising Professionals Annual Convention, New Orleans, March.

**Sargeant A** (2009) 'Building Donor Loyalty: The Next Great Fundraising Challenge', Philanthropy Journal Lunch and Learn, Raleigh NC. April.

**Sargeant A** (2009) 'The Impact of the Financial and Economic Crises on the Income Generation Work of Not-for-Profit Entities and the Role of Boards in Such Times', Presentation to UNICEF National Chairpersons' Committee Meeting, Luxembourg, May.

**Sargeant A** (2009) 'E-Marketing and Fundraising', City University Business School, London, May.

**Sargeant A** (2009) 'Direct Marketing Planning', Biennial South African Institute of Fundraising Conference, Durban, May.

**Sargeant A** (2009) ‘Successful Bequest Fundraising’, Biennial South African Institute of Fundraising Conference, Durban, May.

**Sargeant A** (2009) ‘Donor Loyalty & Why Donors Stop Giving’, Biennial South African Institute of Fundraising Conference, Durban, May.

**Sargeant A** (2009) ‘Successful Online Fundraising’, Biennial South African Institute of Fundraising Conference, Durban, May.

**Sargeant A** (2009) ‘Lessons From Research: Leading and Plotting the Future’, Biennial South African Institute of Fundraising Conference, Durban, May.

**Sargeant A** (2009) ‘Philanthropic Psychology: New Thinking, New Ideas’ Institute of Fundraising National Convention, Hilton London Metropole, July.

**Sargeant A** (2009) ‘Legacy Fundraising: Implementing The Lessons of Significant New Research’ Institute of Fundraising National Convention, Hilton London Metropole, July.

**Sargeant A** (2009) Building Donor Loyalty: How To Successfully Raise Funds In A Turbulent Economy, Ronald McDonald House Charities International Conference, Chicago Marriott, Chicago, August.

**Sargeant A** (2009) “What Drives Bequests? - Research from the Center on Philanthropy” Chicago Council on Planned Giving, University VClub Chicago, September.

**Sargeant A** (2009) Key Note Address: Driving Donor Loyalty, Strategies for Supporter Retention Conference, Institute of Fundraising, Lewis Media Centre, London., September.

**Sargeant A** (2009) Fundraising In Hard Times: Lessons From Research, International Fundraising Congress, Noordwijkerhout, The Netherlands, October.

**Sargeant A** (2009) Building Donor Loyalty: Lessons From Research, International Fundraising Congress, Noordwijkerhout, The Netherlands, October.

**Sargeant A** (2009) Building Donor Loyalty – Plenary Presentation, Midwest Conference on Philanthropy, Chicago, November

**Sargeant A** (2009) Philanthropic Psychology: Lessons From Research, Midwest Conference on Philanthropy, Chicago, November

**Sargeant A** (2009) ‘Public Trust and Confidence’, Building Trust, Annual Symposium of Center on Philanthropy, Indianapolis, Indiana, December

**Sargeant A** (2009) ‘Building Donor Loyalty: Lessons From Research,’ AFP Toronto Annual Conference, Toronto, Canada, December.

**Sargeant A** (2009) ‘Philanthropic Psychology: Lessons From Research, AFP Toronto Annual Conference, Toronto, Canada, December.

**Sargeant A** (2009) ‘Donor Retention: Lessons From Research’, CASE V Annual Conference, Chicago, Illinois, December.

**Sargeant A** (2009) ‘Building Donor Loyalty’ Webinar for the Philanthropy Journal, December 10<sup>th</sup>.

**Sargeant A** (2009) ‘Building Donor Loyalty: Lessons From Research’ Public Lecture – The Beautiful Foundation, Seoul, South Korea, December.

**Sargeant A** (2009) ‘Successful Internet Fundraising: Lessons From Research’ Public Lecture – The Beautiful Foundation, Seoul, South Korea, December.

**Sargeant A** and Walter C (2010) ‘Building Donor Loyalty: Nurturing Your Best Customer’, National Growing Philanthropy Conference, Kansas City, January.

**Sargeant A** (2010) ‘The Psychology of Giving’, Plenary Presentation to National Growing Philanthropy Conference, Kansas City, January.

**Sargeant A** (2010) ‘Building Donor Loyalty’, New England Association for Healthcare Philanthropy Conference, Vermont, March.

**Sargeant A**, Mesch D and Rooney P (2010) Introduction to the AFP/Indiana University, Diploma in Fundraising Program, Association of Fundraising Professionals, 50<sup>th</sup> Anniversary Conference, Baltimore, April.

**Sargeant A**, Joslin J, Birkholtz, J and Lindahl W (2010) Planning to Keep Your Donors, Association of Fundraising Professionals, 50<sup>th</sup> Anniversary Conference, Baltimore, April.

**Sargeant A** (2010) Educating The Next Generation of Development Professionals, but NOT THE SAME OLD WAY, Association of Fundraising Professionals, 50<sup>th</sup> Anniversary Conference, Baltimore, April.

**Sargeant A** (2010) Fundraising Leadership and Building Donor Loyalty, Heritage Foundation 33<sup>rd</sup> Annual Resource Bank, Miami, Florida, April.

**Sargeant A** (2010) Building Donor Loyalty, First Belgian Fundraising Congress, Brussels, Belgium, May.

**Sargeant A** (2010) Philanthropic Psychology: Lessons From Research, First Belgian Fundraising Congress, Brussels, Belgium, May.

**Sargeant A** (2010) Donor Loyalty, PMDMC Conference (Public Radio), Fort Worth, Texas, July.

**Sargeant A.**, Arganbright A., Arganbright, V., Shepherd, J. And Torres, L. (2010) Sustainer Programs at the Cutting Edge, PMDMC Conference (Public Radio), Fort Worth, Texas, July.

**Sargeant A** (2010) Building Donor Loyalty, United Way Worldwide Executive Resource Development Institute, Washington, DC, November.

**Sargeant A** (2010) Building Donor Loyalty: The Next Big Fundraising Challenge, AFP New Jersey Conference on Philanthropy, Parsippany, New Jersey, November.

**Sargeant A** (2010) Building Donor Loyalty: Lessons from Research, Case V Conference, Chicago, Illinois, December,

**Sargeant A** (2011) Building Donor Loyalty: Why It Matters, Association of Fundraising Professionals Webinar, February.

**Sargeant A** and Shang J (2011) Philanthropic Psychology: Lessons from Research, The Philanthropy Journal, Webinar Series, March.

**Sargeant A** (2011) Lies, Damned Lies and Fundraising Ratios, Paper Presented to the Reforming Fundraising Regulation Conference, Brisbane, Australia, April.

**Sargeant A** (2011) Enhancing Giving By Understanding Donor Identity, Festival Del Fundraising, Castrocaro, Italy, May.

**Sargeant A** (2011) Building Donor Loyalty: Lessons From Research, Closing Plenary, Festival Del Fundraising, Castrocaro, Italy. May

**Sargeant A** and Routley C (2011) ‘What Can We Learn from Research into Legacy Giving?’ Institute of Fundraising National Convention, Hilton Metropole, London.

**Sargeant A** and Beem M (2011) ‘Major Gift Fundraising: Lessons From the U.S.’ Institute of Fundraising National Convention, Hilton Metropole, London.

**Sargeant A** and Shang J (2011) ‘Philanthropic Psychology: How To Increase The Value of Your Donations’, Institute of Fundraising National Convention, Hilton Metropole, London.

**Sargeant A** (2011) ‘Philanthropic Psychology: How To Increase the Value of Your Donations’, International Fundraising Congress, Noordwijkerhout, The Netherlands, October.

**Sargeant A** (2011) ‘Understanding Legacy Giving: A View From 20 Years of Research’, International Fundraising Congress, Noordwijkerhout, The Netherlands, October.

**Sargeant A** (2011) Growing a Giving Culture in the UK, Presentation to the OCS Roundtable, Institute of Fundraising, October.

**Sargeant A** (2012) Building Donor Loyalty – Planning For Success, Association of Philanthropic Counsel Conference, University Place Hotel, Indianapolis, January.

**Sargeant A** (2012) Fundraising Reporting: A How To – And a How Not To! Fundraising Institute Australia Conference, Gold Coast convention Centre, February.

**Sargeant A** and Sprinkel-Grace K (2012) What Every Board Should Know About Fundraising – And What Happens When They Don’t, Masterclass, Fundraising Institute Australia Conference, Gold Coast convention Centre, February.

**Sargeant A** (2012) Philanthropic Psychology – Using Donor Identity to Grow Giving, Fundraising Institute Australia Conference, Gold Coast convention Centre, February.

**Sargeant A** (2012) Successful Legacy Fundraising: Lessons From Research, Fundraising Institute Australia Conference, Gold Coast convention Centre, February.

**Sargeant A** (2012) Building Donor Loyalty: Lessons From Research, Hartford Foundation, Hartford, Connecticut, April.

**Sargeant A** (2012) Building Donor Loyalty: Lessons From Research, Association of Fundraising Professionals Regional Conference, Des Moines, Iowa, May.

**Sargeant A** (2012) Upping the Game: Taking Fundraising To The Next Level, PBS Annual Meeting, Denver Colorado, May.

**Sargeant A** (2012) Building Donor Loyalty, Association of Fundraising Professionals, Techknow Conference, Gaylord Palms Hotel, Orlando, Florida, June.

Shang, J., Reed, A. and **Sargeant A**. (2012) Moral Identity, Giving and Gender, Academy of Marketing Conference, Southampton Business School, Southampton, July.

**Sargeant A** (2012) Philanthropic Psychology: How To Grow Giving By Over 30%, ADAPE Conference, Sydney Hilton, Sydney, Australia.



**Sargeant A** (2012) Measuring the Performance of your Foundation, ADAPE Conference, Sydney Hilton, Sydney, Australia.

**Sargeant A** (2012) The Future of Fundraising in the Education Sector and How to Prepare for the Emerging Opportunities, ADAPE Conference, Sydney Hilton, Sydney, Australia.

**Sargeant A** (2013) 'Building Donor Loyalty', ALDE National Convention, Indianapolis, Indiana, February.

**Sargeant A** (2013) 'Philanthropic Psychology: Using Donor Identity to Grow Giving', ALDE National Convention, Indianapolis, Indiana, February.

**Sargeant A** (2013) 'Developing A Philanthropic Case for Support' Public Broadcasting System Fundraising Conference, Fort Worth Hyatt Regency, Dallas, Texas, February.

**Sargeant A** (2013) 'Building Donor Loyalty: Lessons From 20 Years of Research' Association of Fundraising Professionals Annual Convention, San Diego, April.

**Sargeant A** (2013) 'What's New In Our Thinking on Loyalty?' Swedish Fundraising Congress, Stockholm, April.

**Sargeant A** (2013) 'Philanthropic Psychology: Using Donor Identity to Grow Giving' Swedish Fundraising Congress, Stockholm, April

**Sargeant A** (2013) 'Bequest Fundraising: What's Hot and What's Not?' Vala Fundraising Congress, Helsinki, Finland, April.

**Sargeant A** (2013) 'Building Donor Loyalty: Lessons From 20 Years of Research' Fundraising Institute of New Zealand Annual Conference, Wellington, May

**Sargeant A** (2013) 'Effective Direct Response Fundraising' Fundraising Institute of New Zealand Annual Conference, Wellington, May

**Sargeant A** (2013) 'Outrageously Good Bequest Fundraising' Fundraising Institute of New Zealand Annual Conference, Wellington, May.

**Sargeant A** (2013) Introducing Sustaining Memberships in TV Pledge Campaigns - A Primer for Station Managers, PBS Annual Meeting, Miami, FL, May.

**Sargeant A** (2013) 'Taking Your Fundraising to the Next Level', Presentation to Station GMs, PBS Annual Meeting, Miami, FL, May.

**Sargeant A** (2013) 'Building A Successful Sustained Gift Program', PBS Annual Meeting, Miami, FL, May.

**Sargeant A** (2013) 'Building Donor Loyalty: Lessons From 20 Years of Research' Banff Compass Conference, AFP Calgary & Area Chapter., Banff, Alberta, CA, May.

**Sargeant A** (2013) The Case for Accelerating the Drive for Accountability, Clarity and Transparency in the Charity Sector, Launch of ImpAct Coalition Report, The Gherkin, London, June.

**Sargeant A** (2013) 'Trust Me I'm A Fundraiser' Institute of Fundraising National Convention, Metropole Hotel, July

**Sargeant A** (2013) 'A New Framework for Professional Fundraising Qualifications' Institute of Fundraising National Convention, Metropole Hotel, July.

Clayton A and **Sargeant A** (2013) ‘Outstanding Fundraising’ Institute of Fundraising National Convention, Metropole Hotel, July

**Sargeant A** (2013) ‘Adrian Sargeant: On The Future of Philanthropy, PMDMC Conference – In Association with PBS, Atlanta, GA, July.

**Sargeant A** (2013) ‘How To Position Your Monthly Giving Program to Change Everything,’ PMDMC Conference – In Association with PBS, Atlanta, GA, July.

**Sargeant A** (2013) ‘Building Donor Loyalty: Lessons From Research,’ AEFR XIII Congresso Fundraising, Madrid, Spain, September.

**Sargeant A** (2013) ‘Philanthropic Psychology: Using Donor Identity To Build Giving.’ AEFR XIII Congresso Fundraising, Madrid, Spain, September.

**Sargeant A** (2013) ‘New Directions in Philanthropic Education,’ AFP Leadership Academy Plenary, Omni William Penn Hotel, Pittsburgh, PA, October.

**Sargeant A** (2013) ‘Building Donor Loyalty’ AFP Philanthropy Day Keynote, Boston, MA October.

**Sargeant A** (2013) ‘Building Donor Loyalty: New Challenges for the Profession of Fundraising’ AFP Philanthropy Day, Wichita. Kansas, November.

**Sargeant A** (2013) ‘Building Donor Loyalty: New Challenges for the Profession of Fundraising’ AFP Philanthropy Day, Hartford, CT, November.

**Sargeant A** (2014) Building Donor Loyalty: What Can We Do Differently?, Grizzard Gateway Conference, San Diego Hilton, San Diego, CA, March.

**Sargeant A** (2014) Successful Bequest Fundraising: Lessons from Research, Grizzard Gateway Conference, San Diego Hilton, San Diego, CA, March.

Jaccard, J., Milkman, K and **Sargeant, A** (2014) Motivating Behavior Change, Planned Parenthood Federation of America National Convention, Washington DC, March.

**Sargeant A** (2014) Successful Bequest Fundraising: Lessons from Research, Planned Giving Group of Indiana, Indianapolis Marrott Hotel, Indianapolis, IN, April.

**Sargeant A** (2014) ‘Designing Successful Donor Communications’, AFP Conference, Detroit, Michigan, May.

**Sargeant A** (2014) ‘Building Donor Loyalty: Lessons From 20 Years of Research’, AFP Conference, Detroit, Michigan, May.

**Sargeant A** (2014) ‘Building Donor Loyalty: What Can We Do Differently?’, Grizzard Animal Welfare Conference, Atlanta, GA, May.

**Sargeant A** (2014) ‘Successful Bequest Fundraising: Lessons from Research’, Grizzard Animal Welfare Conference, Atlanta, GA, May.

**Sargeant A** (2014) ‘Designing Successful Donor Communications’, AFP Chapter Conference, St Louis, MO, July.

**Sargeant A** (2014) ‘Building Donor Loyalty: Lessons From 20 Years of Research’, AFP Conference St Louis, MO, July.

**Sargeant A** (2014) ‘Outstanding Fundraising: What Does It Take to Double, Treble or Quadruple Your Income?’ Philanthropy Conference, Avila University, Kansas City, August.

**Sargeant A** (2014) ‘Philanthropic Psychology: How Can We Use Identity to Add Real Value for Donors?’ Philanthropy Conference, Avila University, Kansas City, August.

**Sargeant (2014)** ‘Building Donor Loyalty: Best Practices and New Thinking,’ Fundraising and Philanthropy: 2014 Fundraising Forum, Sydney, Australia, August.

**Sargeant A** (2014) ‘Philanthropic Psychology: Using Donor Identity to Grow Giving’ Fundraising and Philanthropy: 2014 Fundraising Forum, Sydney, Australia, August.

**Sargeant A** (2014) ‘Outstanding Fundraising: What Does It Take to Double, Treble or Quadruple Your Income?’ Fundraising and Philanthropy: 2014 Fundraising Forum, Sydney, Australia, August.

**Sargeant A** (2014) ‘Outstanding Fundraising: What Does It Take to Double, Treble or Quadruple Your Income?’ International Fundraising Congress, Noordwijkerhout, The Netherlands, October.

**Sargeant A** (2014) ‘Outstanding Fundraising: What Does It Take to Double, Treble or Quadruple Your Income?’ AFP Leadership Academy, Puerto Rico, October.

**Sargeant A** (2014) ‘The Future of Fundraising Education in the United States and Around the Globe,’ AFP Leadership Academy, Puerto Rico, October.

**Sargeant A** (2014) ‘Building Donor Loyalty,’ AFP Brandywine Conference: Building Impact for the Greater Good, Wilmington, DE, November.

**Sargeant A** and Matassino, J. (2014) ‘Strategies Used by European Fundraisers to Acquire and Retain Donors,’ AFP Brandywine Conference: Building Impact for the Greater Good, Wilmington, DE, November.

**Sargeant (2014)** ‘Building Donor Loyalty: Best Practices and New Thinking,’ AFP Alaska Philanthropy Day, Anchorage, November.

**Sargeant (2014)** ‘Designing Effective Donor Communications: What’s New From Around The World,’ AFP Alaska Philanthropy Day, Anchorage, Alaska, November.

**Sargeant (2014)** ‘Successful Bequest Fundraising,’ AFP Alaska Philanthropy Day, Anchorage, Alaska, November.

**Sargeant (2014)** ‘Building Donor Loyalty: Best Practices and New Thinking,’ AFP Alaska Conference, Fairbanks, Alaska, November.

**Sargeant A** (2015) I Wish I’d Thought of That, AFP International Conference, Baltimore Convention Center, Maryland. March.

**Sargeant A** (2015) Outstanding Fundraising: How to Double, Treble or Quadruple Your Income, AFP International Conference, Baltimore Convention Centre, Maryland. March.

**Sargeant A** (2015) Massive Fundraising: Lessons from the UK and US, CASE Asia Conference Singapore. April.

**Sargeant A** (2015) Designing Effective Fundraising Communications, CASE Asia Conference Singapore. April

**Sargeant A** (2015) Building Donor Loyalty: Learning from a New Study, AFP Grand Rapids Conference, Grand Rapids, MI. May.

**Sargeant A** (2015) Massive Fundraising: How to Double, Treble or Quadruple Your Income, IDPE Conference, Whittlebury Hall, Shropshire, June.

**Sargeant A** (2015) Outstanding Fundraising: Just How Do Organizations Double, Treble or Even Quadruple Their Income? Institute of Fundraising National Convention, London, July 6th

**Sargeant A** (2015) Loyalty: What's New in Retention Research? Institute of Fundraising National Convention, London, July 7<sup>th</sup>.

**Sargeant A** (2015) Massive Fundraising: How Do Organizations That Double, Treble or Quadruple their Income Achieve That Transformation? VFRI Conference, Charlottesville, VA, July 29<sup>th</sup>.

**Sargeant A** (2015) Donor Retention: The Three Big Drivers, VFRI Conference, Charlottesville, VA, July 29<sup>th</sup>.

**Sargeant A** (2015) New Trends and Old Standbys in Fundraising: What's Working, What's Not, and What to Focus on in 2016, Fundraising Day Wisconsin, Pewaukee WI, August 13th

**Sargeant A** (2015) Philanthropic Psychology: Understanding the Role of Identity in Fundraising Communications, Fundraising Day Wisconsin, Pewaukee, WI, August 13th

**Sargeant A** (2015) Successful Membership Marketing for Nonprofits, ISOBRO Conference Copenhagen, Denmark, Sept 7th

**Sargeant A** (2015) Outstanding Fundraising: How Do Organizations, Double Treble or Even Quadruple Their Income, ISOBRO Conference, Copenhagen, Denmark, Sept 7th

**Sargeant A** (2015) Fundraising Challenges for the Coming Decade, Nonprofit Leadership Forum, Altieri Palace, Rome, Italy, October 15<sup>th</sup>

**Sargeant A** and Lawson R (2015) Learning About Loyalty: Lessons from Research, ' International Fundraising Congress, Noordwijkerhout, The Netherlands, October

**Sargeant A** (2015) Growing Philanthropy: Pitfalls and Challenges for the Coming Decade, Philanthropy 2020, Harvard Faculty Club, Harvard University, Nov 2<sup>nd</sup>.

**Sargeant A** (2016) Outstanding Fundraising: What Does It Take To Double Your Income, Lisbon, Portugal, March.

**Sargeant A** (2015) Relationship Fundraising 3.0 , AFP International Conference, Boston Convention Center, MA March.

**Sargeant A** and Eisenstein A (2015) What Does It Take to Succeed In Major Gift Fundraising? AFP International Conference, Boston Convention Center, MA March.

**Sargeant A** (2016) What Next for Relationship Fundraising? Enhancing Satisfaction in Donor Relationships. Omaha, NE, May.

**Sargeant A** (2016) Mastering Major Gifts: What Does Research Tell Us About the Keys to Success, Omaha, NE May.

**Sargeant A** (2016) Donor Retention: What Does It Take To Build Donor Loyalty, Society of Animal Welfare Administrators Annual Conference, Detroit, MI, June.

**Sargeant A** and MacQuillin I (2016) Relationship Fundraising: Lessons from Research, Institute of Fundraising National Convention, Barbican Centre, London, July.

**Sargeant A** (2016) Building Donor Loyalty: Lessons from Research, Bridge Conference, Washington DC,

**Sargeant A** (2016) Building Donor Loyalty: Satisfaction, Commitment and Trust, Plenary to the 2<sup>nd</sup> Annual Chinese Association of Fundraising Professionals Conference, Beijing, China July.

**Sargeant A** (2016) Building Donor Loyalty: Satisfaction, Commitment and Trust, National Jewish Federation Conference, New York, August.

**Sargeant A** (2016) Outstanding Fundraising: What Does It Take to Double, Treble or Quadruple Your Income, National Jewish Federation Conference, New York, August.

**Sargeant A** (2016) Relationship Fundraising 3.0, Third Annual Avila Fundraising Summit, Avila University, Kansas City, MO, August.

**Sargeant A** (2016) Relationship Fundraising 3.0: Lessons from Research, Pursuant Fundraising Conference, Broadmoor Hotel, Colorado Springs, CO, November.

**Sargeant A** (2016) Relationship Fundraising: What Works and What Doesn't? AFP Chapter Conference, Minneapolis, MN, November

**Sargeant A** (2016) Building Donor Loyalty, AFP Chapter Conference, Minneapolis, MN, November

**Sargeant A** (2017) Why Give: A Look at What Motivates Giving, Presentation to the Federal Trade Commission, Washington DC, March.

**Sargeant A** and Love, J.B (2017) Great Fundraising Events. What Does it Take to Succeed? AFP International Conference, San Francisco, CA April

**Sargeant A** and Love, J.B and Goodsell R (2017) Donor Retention: What Do We Know and What Works in Building It? AFP International Conference, San Francisco, CA April

**Sargeant A** (2017) Massive Fundraising: What Does It Take to Double or Treble Your Income? AFP Conference – Greater Detroit, May.

**Sargeant A** (2017) Driving Donor Retention and Loyalty: Lessons from Research, AFP Conference – Greater Detroit, May.

**Sargeant A** (2017) Massively Improving Donor Communication: Relationship Fundraising 2.0, AFP Conference – Greater Detroit, May.

**Sargeant A** and Eisenstein A (2017 ) What Does It Take to Succeed In Major Gift Fundraising? Boys and Girls Clubs Annual Conference, Dallas TX, May.

**Sargeant A** (2017) Philanthropic Psychology: Understanding the Role of Identity in Fundraising Communications, Boys and Girls Clubs Annual Conference, Dallas TX, May.

**Sargeant A** (2017) What Next for Relationship Fundraising? Enhancing Satisfaction in Donor Relationships. Third Sector Fundraising Conference, Royal College of Physicians, London.

**Sargeant A** (2017) Philanthropic Psychology: Understanding the Role of Identity in Fundraising Communications, Association of Fundraising Professionals Houston Chapter Conference, Houston Food Bank, Houston, TX, June.

**Sargeant A** (2017) By Invitation: Asking The Expert, Association of Fundraising Professionals Houston Chapter Conference, Houston Food Bank, Houston, TX, June.

**Sargeant A** (2017) The Social Psychology of Giving, Association of Fundraising Professionals New Orleans Chapter Conference, New Orleans, LA, June

**Sargeant A** (2017) Designing Massive Communications: What Can We Learn From Both Theory and Practice, Association of Fundraising Professionals New Orleans Chapter Conference, New Orleans, LA, June.

**Sargeant A** and Day H (2017) Effective Fundraising Events, Institute of Fundraising Annual Convention, London, July

**Sargeant A** (2017) Fundraising Trends To Watch, Great Fundraising Summit, Avila University, Kansas City, August.

**Sargeant A** (2017) Relationship Fundraising 2.0, NIC Foundation, Indianapolis, August.

**Sargeant A** (2017) Relationship Fundraising 2.0: Where Do We Go from Here? Keynote Presentation at Academy of Marketing SIG Meeting, Kingston University, September.

**Sargeant A** (2017) Relationship Fundraising 2.0, Association of Donor Relations Professionals Conference, Las Vegas, September.

**Sargeant A** (2017) Building Donor Loyalty: What Next for Stewardship and Retention? Association of Donor Relations Professionals, Las Vegas, September.

**Sargeant A** (2017) Psychology of Philanthropy: Getting Inside Your Donor's Head, Presentation to Nonprofit Program at Columbia University, New York, September.

**Sargeant A** (2018) What Does It Take To Retain Donors? IGNITE conference, Minneapolis, February

**Sargeant A.**, Love J and Goodsell R (2018) Donor Acknowledgements: Learning To Say Thank You, Association of Fundraising Professionals Convention, New Orleans, April.

**Sargeant A** (2018) Relationship Fundraising 3.0, Emerging Philanthropy Conference, Pittsburgh April.

**Sargeant A** (2018) Successful Bequest Fundraising: Lessons from Research, Emerging Philanthropy Conference, Pittsburgh, April.

**Sargeant A** (2018) Relationship Fundraising 3.0. Direct Marketing Association (DMA) Conference, Savannah, GA, May

**Sargeant A** (2018) Building Donor Loyalty: Lessons From 30 years of Research, AFP Conference, Charlotte, September.

**Sargeant A** (2019) Relationship Fundraising 3.0, Association of Fundraising Professionals Convention, San Antonio, April.

**Sargeant A** (2019) Building Donor Loyalty: Lessons From 30 Years of Research, Association of Fundraising Professionals Convention, San Antonio, April.

### **C) Selected Professional Journal Articles**

**Sargeant A.** (1995) 'Do U.K. Charities Have A Lot To Learn?'. *Fundraising Management*, June, pp14-16. NY

**Sargeant A.** (1996) 'Soliciting The Corporate Pound -A Survey Of Corporate Givers', *Professional Fundraising*, October, pp28-29.

**Sargeant A.** (1997), 'He Ain't Heavy He's My Donor', *Direct Response*, Feb, p36.

**Sargeant A.** (1997), 'Don't Be Afraid Of The Numbers - Supplementing Database Records With Market Research', *Fundraising Management*, Vol28, Iss9, pp22-27.

**Sargeant A** (1998) 'Called To Account' *Investors Chronicle*, pp54-56.

**Sargeant A** (1998) 'Where To Draw The Line' *Investors Chronicle*, *Charities Annual Review*, pp24-26.

**Sargeant A** (1999) 'Nonprofit Marketing: The Defence of a Discipline', *International Journal of Nonprofit and Voluntary Sector Marketing* (Editorial), 4(1), pp4-7.

**Sargeant A** and McKenzie J. (1999), 'The Lifetime Value of Donors: Gaining Insight Through CHAID', *Fundraising Management*, March, pp22-27.

**Sargeant A** (1999) 'Why Do Donors Stop Giving?', *Professional Fundraising*, September, pp12-14.

**Sargeant A** (2000) 'Donor Overboard', *Philanthropy Matters*, 10(1), pp6-7.

**Sargeant A** (2001) 'American Pie Chart', *Professional Fundraising*, September, pp18-20

**Sargeant A** (2001) 'Donor Motivations', *Giving USA 2001*, AAFRC Trust for Philanthropy, pp54-7.

**Sargeant A** and Lee S (2001) 'Public Trust and Confidence in the Voluntary Sector', *Professional Fundraising*, October, pp12-15.

**Sargeant A** (2001) 'Web Based Fund Raising: Is Anyone Making Any Real Money?', Oct, 32(8), pp20-24.

**Sargeant A** (2002) 'Much Ado About Nothing', *ICFM Update*, April, p4.

**Sargeant A** (2002) 'Fundraising Is Not Something To Be Sorry For', *Third Sector*, Issue230, pp14.

**Sargeant A** (2002) 'Fundraising Costs To Go On Website', *IoF Update*, May, p3.

**Sargeant A** (2002) 'Researching The Researchers', *Professional Fundraising*, June, pp25-28.

**Sargeant A** and Jay E (2002) 'Steward Little' *Professional Fundraising*, October, pp16-19.

**Sargeant A** and Jay E (2003) 'Qualms and Lists', *Professional Fundraising*, July, pp14-15.

**Sargeant A** (2003) 'Downright Dangerous!' *Professional Fundraising*, Mid October, pp16-19.

**Sargeant A** and Jay E (2004) 'Trust and Confidence Is A Preference of the Habitual Voyeur of What is Known As Fundraising', *Professional Fundraising*, Mid October, pp22-23.

**Sargeant A** (2004) 'PGI Tips', Professional Fundraising, November, pp14-15.

**Sargeant A** (2005) 'New Research Could Change How Committed Giving Is Viewed Forever', Professional Fundraising, Feb, p14-15.

**Sargeant A** (2005) 'Stand Out From The Crowd', Professional Fundraising, Feb, pp22-23.

**Sargeant A** (2005) 'Index Linked' Professional Fundraising, Mid May, pp22-24.

**Sargeant A** and Farthing P (2005) 'Donor Commitment: What Is It? What Drives It and Why Does It Matter?' Charity Times, March, pp20-24.

**Sargeant A** (2005) 'Online Giving: What Lessons Can We Learn?' Professional Fundraising, September, p14.

**Sargeant A** (2005) 'Now We Know Commitment Does Drive Loyalty', Professional Fundraising, October, p16.

**Sargeant A** (2005) 'Index Markers' Professional Fundraising, Mid October, p20-23.

**Sargeant A** (2005) 'Fundraisers Must Take Research Seriously', Professional Fundraising, November, p14.

**Sargeant A** (2005) 'Double Trouble is on the Horizon for the Sector', Professional Fundraising, December, p14.

**Sargeant A** (2005) 'Trust in Charities' Work Is Built on a Firm Foundation', Third Sector, 7<sup>th</sup> Dec, p25.

**Sargeant A** (2006) 'Centre Offers A Wealth of Opportunity', Professional Fundraising, February, p14,

**Sargeant A** (2006) 'Famous Five Reasons Why Donors Give,' Professional Fundraising, March, p12.

**Sargeant A** (2006) 'Online Fundraising: Worth It's Wait In Gold', Professional Fundraising, April, p12.

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