

# Curriculum Vitae

**Name:** Adrian Sargeant

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## 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

## Special Awards/Honours

I received the K.P.M.G. prize for being the best overall student on completion of my MBA at Heriot-Watt University in 1993.

I received the prize for Best Overall Academic Working Paper at the Academy of Marketing Conference, held at Sheffield Hallam University in July 1998.

Outstanding Paper in Track – Atlantic Marketing Association Conference, Charleston, 2000

Best Overall Paper Award – DMA Educators Conference, New Orleans, 2000

Outstanding Paper – Society for Marketing Advances - Selling and Sales Management Track – Atlanta 2000.

Voted 7<sup>th</sup> most influential person in fundraising by readers of Professional Fundraising magazine in 2003, 2004, 2005, 2006 and 2008. Voted 9<sup>th</sup> most influential in 2009. Voted 4<sup>th</sup> most influential in 2010.

Awarded honorary fellowship of the Institute of Fundraising – July 2008

Received Hartsook Institutes for Fundraising 2010 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.

Voted as third most influential individual in UK fundraising, by readers of Fundraising magazine in 2011.

### **Employment History**

<b>Employer</b>	<b>From</b>	<b>To</b>	<b>Post Held</b>
IUPUI (Indiana University and Perdue University at Indianapolis)	11/06	-----	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	-----	Professor of Nonprofit Marketing and Fundraising
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 Perdue 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
Open University	02/96	01/97	Tutor – B881
Swansea College	09/93	07/94	Lecturer In Marketing

### **Membership Of Professional Bodies**

Fellow of the Institute Of Direct Marketing

Honorary Fellow of the Institute of Fundraising

Fellow of the Chartered Institute of Marketing

Member of the Association of Fundraising Professionals

### **Research Interests**

My research interests are primarily in the field of nonprofit marketing and within that, fundraising.

### PhD Supervision / Examination Experience

I have supervised fifteen PhDs through to completion and acted as an examiner for twelve. I am presently supervising three doctoral candidates.

### Grants and External Income

Year	Funder	Project Description	Value (£)
1996	Royal Mail	Benchmarking Fundraising Costs	6,000
1997	Academy of Marketing	Donor Segmentation	5,000
1997	Charities Aid Foundation	Benchmarking Charity Costs	6,000
1998	Royal Mail	Donor Lifetime Value	5,000
1999	Royal Mail	Donor Retention	12,000
1999	Aspen Foundation	Donor Retention	10,000
2000	Charities Aid Foundation	Planned Giving	6,000
2000	Institute of Fundraising	Public Trust and Confidence	5,000
2000	Indiana University	Donor Retention	10,000
2001	Institute of Fundraising	Benchmarking Fundraising Costs	20,000
2001	Smee and Ford Ltd	Legacy Giving	10,000
2001-2	Chartered Institute of Marketing	Fundraising in New Media	5,000
2001-2	Motor Neurone Disease Association RNID RNIB	Legacy Giving	15,000
2002	The Giving Campaign	Planned Giving	30,000
2003	Nature Conservancy American Cancer Society Habitat For Humanity Otterbein Homes	Bequest Fundraising	5,000
2003-4	Association of Fundraising Professionals	Bequest Fundraising	4,000
2003-4	Mal Warwick Associates	Bequest Fundraising	4,000
2004	The Giving Campaign	Scoping the Future of Giving in the U.K.	7,000
2004	Target Direct Marketing	Donor Commitment	12,000
2004	NSPCC RNLI Sightsavers NDCS	Donor Commitment	20,000

2004	CRUK Amnesty International Friends of the Earth NDCS John Grooms RNLI RNIB The Children's Society	Face To Face Fundraising	20,000
2004-5	Economic and Social Research Council	Nonprofit Branding	32,000
2005	NSPCC RSPCA RNIB Action for Blind People Dogs Trust CLIC NCH PDSA	Charity Branding	12,000
2005	CRUK NSPCC RSPCA British Red Cross	Charityfacts Initiative	30,000
2005	NDCS Guide Dogs for the Blind Dogs Trust	Door To Door Fundraising	12,000
2006	Cancer Research UK The Childrens Society NSPCC	Bequest Fundraising Local Fundraising Supporter Care	6,000 30,000 20,000
2007	NSPCC UK Workforce Hub Henley Management College	Supporter Care Occupational Standards for Fundraising Benchmarking Fundraising Performance	20,000 5,000 10,000
2008	Association of Fundraising Professionals	Bequest Giving	12,000
2009	Center on Philanthropy	Showing Versus Telling	5,000

### **Professional Service (For brevity - from 2005)**

Association of Fundraising Professionals – Professional Development Committee (Jan 2008 -)  
Association of Fundraising Professionals – Fundraising Effectiveness Project Committee (Jan 2008 -)  
American Humanics – I was asked to develop their Fundraising Management syllabus in 2008.  
Nonprofit Track Chair – AMS Conference, Muenster, Germany, 2005  
Nonprofit Track Chair – EMAC Conference, Milan, Italy, 2005  
Nonprofit Track Chair – EMAC Conference, Athens, Greece, 2006  
Nonprofit Track Chair – EMAC Conference, Reykjavik, Iceland, 2007  
Nonprofit Track Chair – EMAC Conference, Brighton, England, 2008  
Nonprofit Track Chair – EMAC Conference, Nantes, France, 2009  
Fundraising Track Chair – Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA) Conference - Atlanta, Georgia 2007  
Fundraising Track Chair – Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA) Conference - Philadelphia, PA 2008  
Member of the Editorial Board – Journal of Nonprofit and Public Sector Marketing  
Member of the Editorial Board - International Review on Public and Nonprofit Marketing

Member of the Editorial Board – International Journal of Educational Advancement  
Editor of the International Journal of Nonprofit and Voluntary Sector Marketing  
Member of Home Office - National Survey of Volunteering and Charitable Giving Advisory Group 2005-6

## **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 Mangement, Analysis Planning and Practice, 2<sup>nd</sup> edition, Routledge, London

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

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

## **b) Proceedings**

**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 Fawlyt?' 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 Stephenson H (1997) 'Banishing The Battleship Ladies! - The Emergence Of A New Paradigm Of Corporate Giving', Academy Of Marketing Conference, UMIST, July, pp903-916

**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.

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