



Fundraising and Institutional Advancement: Theory, Practice, and New Paradigms (Core Concepts in Higher Education)

Noah D. Drezner, Frances Huehls

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In this timely textbook, authors Drezner and Huehls take the interdisciplinary, complex nature of the study of philanthropy and fundraising and apply it to the field of higher education. Covering issues of increasing importance to institutions—including donor cultivation, growth of fundraising at community colleges and minority institutions, engagement of young alumni, volunteerism, and the competing roles of stakeholders—this book helps readers apply theory to the practice of advancement in post-secondary education.

Special Features:

- Coverage of historical and theoretical underpinnings and insights from related literature and research.
- Discussion of new donor populations including women, communities of color, the LGBTQ population, students, and young alumni.
- On-the-ground case studies bring theories into focus by creating a bridge to experience and action.
- Practical implications for the design of fundraising campaigns and strategies.
- Guiding questions that encourage students to think beyond the current literature and practice.

This textbook bridges research, theory, and practice to help higher education administrators and institutions effectively negotiate the fundraising terrain and advance their institution.

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