

Curriculum Vitae

Name: Adrian Sargeant

Academic Qualifications

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

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 7th most influential person in fundraising by readers of Professional Fundraising magazine in 2003, 2004, 2005, 2006 and 2008.

Awarded honorary fellowship of the Institute of Fundraising – July 2008

Membership Of Professional Bodies

Fellow of the Institute Of Direct Marketing

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.

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 – Nonprofit and Voluntary Sector Quarterly

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* (2nd 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 and Shang J (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*, 6th Edition, Butterworth Heinemann, London, 526-550.

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

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 Fawltly?' 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, 29th Oct, London.

Sargeant A (1998) 'Charity Fundraising Costs – Just What Is The Benchmark?', 27th 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?' 5th 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 10th.
- 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. 13th 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 24-27th, 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, Oct11-14th, pp274-286.
- Sargeant A** (2000) 'How To Build Donor Loyalty', Proceedings, 20th International Fund Raising Workshop, Golden Tulip Conference Centre, Leeuwenhorst, Amsterdam, Holland.
- Sargeant A** (2000) 'A World on the Move', Proceedings, 20th 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?' 5th 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', 2nd Annual Colloquium on Nonprofit, Social and Arts Marketing, London Metropolitan University, September.

Sargeant A and Wymer W (2002) 'Nonprofit and Business Sector Collaborations', 2nd 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 31st 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’ 27th International Fundraising Conference, Melbourne, Australia.
- Sargeant A** (2004) ‘Critical Issues in Fundraising: Leading and Plotting The Future’ 27th 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’, 24th International Fundraising Congress, Noordwijkerhout, The Netherlands, October.
- Sargeant A** and Radcliffe R (2004) ‘Successful Legacy Fundraising – Just What Do Donors Think Is Appropriate?’, 24th International Fundraising Congress, Noordwijkerhout, The Netherlands, October.
- Sargeant A** and Farthing P (2004) ‘Keeping Your Supporters! New Approaches To Stop Them Leaving’, 24th 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 33rd 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 42nd 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 7th 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, 44th AFP International Conference on Fundraising, Dallas, March.

Sargeant A (2007) 'Building Donor Loyalty' 44th 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', 27th 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 14th.

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 Donors 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.

C) Professional Journal Papers

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*, 7th 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.
- Sargeant A** (2006) 'Keeping Hold Of Your Fundraising Volunteers', Professional Fundraising, May, p12.
- Sargeant A** (2006) 'What Is The True Price of Fundraising' Professional Fundraising, June, p12.
- Sargeant A** (2006) 'The Fundraising Promise is Both Negative and Dull'. Third Sector, Dec 13th, p22.
- Sargeant A** (2007) 'Brands Relate To More Than Income Alone,' Third Sector, 24th January, p17.
- Sargeant A** and Pidgeon S (2007) 'Driving The Research Agenda,' Professional Fundraising, February, 20-23.
- Sargeant A** (2007) 'The Gold Practice For Performance,' Raising The Bar: Professional Fundraising's Guide To Great Fundraising, Plaza Publishing, p7.
- Sargeant A** (2007) 'Sector Calls For More Research Into Donor Behaviour As Leaders of Centre for Charitable Giving and Philanthropy Announced,' Professional Fundraising, December, p5.
- Sargeant A** (2007) 'The Retention Challenge,' Leadership and Management for the Third Sector, Issue 1, December, p33-36.
- Shang J and **Sargeant A** (2008) 'Philanthropic Psychology: The New Kid on the Block', Professional Fundraising, September, p27-28.
- Sargeant, A.,** Saxton, J. And Shang, J. (2008) Avenues for New Research: What Do Fundraisers Want? The Nonprofit Times, Dec 8th, c1-12-1-08, (<http://www.nptimes.com/webex/08Dec/c1-12-1-08.html>)
- Sargeant A** and Saxton J (2009) 'Avenues For New research: What Do Fundraisers Want?' Professional Fundraising, January, pp20-23.
- Sargeant A** (2009) 'A Smart Move', Caritas, January, pp 15-19.

D) Academic Peer Reviewed Journals

- Sargeant A.** (1995), 'Targeting Need - The Application Of Market Segmentation To The Charity Sector (Part 1- A Review Of The Literature)', Journal Of Targeting Measurement and Analysis For Marketing, Vol 3, No4, pp322-328.
- Sargeant A.** (1995), 'Targeting Need - The Application Of Market Segmentation To The Charity Sector (Part 2 - An Empirical Analysis)', Journal Of Targeting, Measurement and Analysis For Marketing, Vol 4, No1, pp38-48.
- Sargeant A.** (1996) 'Training For Growth - How Can Education Providers Assist The Development Of Small Business?' Industrial and Commercial Training, Vol 28, No2, pp3-9.

- Sargeant A.** (1996) 'Market Segmentation - Are U.K. Charities Making The Most Of The Potential?', *Journal Of Non Profit and Voluntary Sector Marketing* 1(2), p132-143.
- Sargeant A.** and Matheson R.A. (1996) 'Management Training - Are Business Schools Out Of Touch With Their Market?' *Journal of European Industrial Training*, 20 (4), pp3-10.
- Sargeant A.** and Kaehler J. (1996) 'Charity Marketing - Targeting The Likely Donor', *Journal Of Database Marketing*, Vol 4, Iss 2, pp115-126.
- Sargeant A.** (1996) 'Profiling The Charity Donor - A Case Study Of The Game Conservancy Trust', *Journal Of Non Profit and Voluntary Sector Marketing*, Vol1, Iss 4, pp343-353.
- Sargeant A** (1997), 'Arts Marketing A Classification Of U.K. Theatre Audiences', *Journal Of Non-Profit and Public Sector Marketing*, Vol5, Iss 1, pp45-62.
- Sargeant A**, Sadler Smith E and Dawson A. (1997), 'Bridging The Academic Practitioner Divide - A Problem Of Perception?' *Industrial and Commercial Training*, Vol29, No1, pp16-25.
- Sargeant A** and Stephenson H. (1997) 'Corporate Giving - Targeting The Likely Donor', *Journal Of Nonprofit and Voluntary Sector Marketing*, Vol2, No1, pp64-79.
- Sadler Smith E., **Sargeant A.**, and Dawson A. (1998), 'Higher Level Skills Training: Meeting The Needs Of Small Businesses', *International Journal Of Training and Development*, Vol1 No4, pp216-229
- Sargeant A** and Asif S (1998), 'The Strategic Application Of Internal Marketing – An Investigation Of U.K. Banking', *International Journal Of Bank Marketing*, 16 (2), pp66-79.
- Sargeant A.** and Pole, K (1998) 'Trust Fundraising - Learning To Say Thank You', *Journal Of Non-Profit and Voluntary Sector Marketing*, 3(2), pp122- 135.
- Johnson D and **Sargeant A.** (1998), 'Motives For Transition – An Exploratory Study Of Engineering Managers', *Human Resource Management Journal*, Vol8, No3, pp41-53
- Sadler-Smith E, **Sargeant A.** and Dawson A (1998), 'Higher Level Skills Training and SMEs', *International Small Business Journal*, 16, (2), pp84-94.
- Sargeant A**, Sadler-Smith E and Dawson A (1998) 'University Collaboration and Regional Economic Development - Exploiting The Potential', *Local Economy*, Vol13, Iss3, pp257-266
- Sargeant A** (1998) 'Donor Lifetime Value: An Empirical Analysis', *Journal of Nonprofit and Voluntary Sector Marketing*, 3(4), pp 283-297
- Sargeant A** and Kaehler J (1998), 'Factors of Patient Satisfaction with Medical Services: The Case of G.P. Practices in the U.K.', *Health Marketing Quarterly*, Vol16, Iss 1, pp55-77.
- West D, Miciak A and **Sargeant A** (1999), 'Advertiser Risk-Oriented and the Opinions and Practices Of Advertising Managers', *International Journal Of Advertising*, 18(1), pp51-71.
- Sargeant A** (1999) 'Charity Giving: Towards A Model of Donor Behaviour' *Journal of Marketing Management*, 15, pp215-238.
- Sargeant A** and Mohamad M (1999), 'Business Performance In The UK Hotel Sector - Does It Pay To Be Market Oriented?', *Service Industries Journal*, 19(3), pp42-59
- West D and **Sargeant A** (1999), 'Fundraising Communications: The Role of Experience in Perceptions of Media Risk', *International Journal of Nonprofit and Voluntary Sector Marketing*, 4(3), pp224-234.

- Sargeant A** and Kaehler J (1999) 'Returns on Fundraising Expenditures in the Voluntary Sector', *Nonprofit Management and Leadership*, 10(1), pp5-19
- Sargeant A** and Msweli P (1999) 'Network Marketing in South Africa: An Exploratory Study of Consumer Perceptions', *Journal of International Consumer Marketing*, 11(3), pp51-66.
- Sargeant A** and Asif S (2000), 'The Carnegie School', *Case Research Journal*, 19(4), pp19-38.
- Sargeant A** and Asif S (2000), Modelling Internal Communications in the Financial Services Sector, *European Journal of Marketing*, 34(3/4), pp299-317.
- Sargeant, A.** and Liao, M. (2000) 'Operationalising The Marketing Concept: Just What Can Be Achieved When You Get It Right?' *The CASE International Journal of Educational Advancement*, 1(1), pp24-39
- Alfansi L and **Sargeant A** (2000), 'Market Segmentation in the Indonesian Banking Sector: The Relationship Between Demographics and Desired Customer Benefits', *International Journal of Bank Marketing*, 18(2), pp64-74.
- Dinan C and **Sargeant A** (2000) 'Social Marketing and Sustainability - A Planned Approach To Social Change' *Progress in Tourism and Hospitality Research*, 12(3), pp34-51.
- Dinan C and **Sargeant A** (2000) 'Social Marketing and Sustainable Tourism – Is There A Match?' *International Journal of Tourism Research*, 2, 1-14.
- Sargeant A**, Ford J and West D.C. (2000) 'Widening The Appeal of Charity', *International Journal of Nonprofit and Voluntary Sector Marketing*, 5(4), pp318-332.
- Sargeant A**, West D.C. and Ford J.B. (2001), 'The Role of Perceptions in Predicting Donor Value', *Journal of Marketing Management*, 17, pp407-428.
- Msweli P and **Sargeant A** (2001), 'Modelling Distributor Retention in Network Marketing Organisations', *Marketing Intelligence and Planning*, 19(7), pp 507-514.
- Sargeant A** (2001) 'Using Donor Lifetime Value to Inform Fundraising Strategy', *Nonprofit Management and Leadership*, 12(1), pp25-38.
- Liao M, Foreman S and **Sargeant A** (2001) 'Market Versus Societal Orientation in the Nonprofit Context', *International Journal of Nonprofit and Voluntary Sector Marketing*, 6(3), pp213-226
- Sargeant A** (2001) 'Relationship Fundraising: How To Keep Donors Loyal', *Nonprofit Management and Leadership*, 12(2), pp177-192.
- Sargeant A** (2001) 'Customer Lifetime Value and Marketing Strategy: How To Forge The Link', *The Marketing Review*, 1(4), pp427-440.
- Sargeant A** and Ewing M (2001) 'Fundraising Direct: A Communications Planning Guide For Charity Marketing', *Nonprofit and Public Sector Marketing*, 9 (1/2), pp185-204.
- Sargeant A** (2001) 'Botton Village', *Case Research Journal*, Vol 21, Issue 1, (Winter 2001) pp 93-110.
- Sargeant A** (2001) 'Social and Cause-Related Marketing: The Growth of a Discipline' *Journal of Nonprofit and Public Sector Marketing* 9(4), pp13-15
- Sargeant A** and Lee S (2002) 'Improving Public Trust in the Voluntary Sector: An Empirical Analysis', *International Journal of Nonprofit and Voluntary Sector Marketing*, 7(1), pp 68-83.

Sargeant A (2002) 'Managing Donor Defection: Why Should Donors Stop Giving?', *New Directions For Philanthropic Fundraising*, 32 (Summer), pp59-74.

Sargeant A (2002) 'Fundraising On The Web: Opportunity or Hype?', *New Directions For Philanthropic Fundraising*, 33(3), pp39-58.

Sargeant A and Lee S (2002) 'Individual and Contextual Antecedents of Donor Trust in the Voluntary Sector', *Journal of Marketing Management*, 18 (7-8), pp779-802.

Sargeant A, Foreman S and Liao M (2002) 'Operationalizing The Marketing Concept in the Nonprofit Sector', *Journal of Nonprofit and Public Sector Marketing*, 10(2), pp41-65

Sargeant A and Jay E (2002) 'The Role of Funders in Nonprofit Merger Activity: Implications for Charity Fundraising Practice' *Journal of Marketing Management*, 18, pp953-969.

Kaehler J and **Sargeant A** (2002) 'The Size Effect in the Administration Costs of Charities', *European Accounting Review*, 11(2), pp215 - 234.

Sargeant A and Lee S (2003) 'Towards A Model of Donor Trust: Implications for H.E. Fundraising Practice in the United Kingdom,' *The CASE International Journal of Educational Advancement*, 3(3), pp213-225.

Sargeant A and Jay E (2003) 'The Fundraising Performance of Charity Websites: A US/UK Comparison', *Interactive Marketing*, 4(4), pp330-342.

Sargeant A and Lee S (2004) Donor Trust and Relationship Commitment in the U.K. Charity Sector: The Impact on Behavior, *Nonprofit and Voluntary Sector Quarterly*, 33(2), pp185-202

Sargeant A and Jay E (2004) 'Reasons For Lapse: The Case of Face-To-Face Donors' *International Journal of Nonprofit and Voluntary Sector Marketing*, 9(2), pp171-182.

Sargeant A and Lee S (2004) 'Trust and Relationship Commitment in the United Kingdom Voluntary Sector: Determinants of Donor Behavior', *Psychology & Marketing*, 21(8), pp613-635.

Sargeant A, West D.C and Ford J.B. (2004)'Does Perception Matter? An Empirical Analysis of Donor Behaviour', *The Service Industries Journal*, 24(6), pp19-36.

West D.C. and **Sargeant A** (2004) 'Taking Risks With Advertising: The Case of the Not-For-Profit Sector', *Journal of Marketing Management*, 20(10), pp1027-1046.

Sargeant A and Hilton T (2005) 'The Final Gift: Targeting The Potential Charity Legator', *International Journal of Nonprofit and Voluntary Sector Marketing*, 10(1), pp3-16.

Bennett R and **Sargeant A** (2005) 'The Nonprofit Marketing Landscape: Guest Editors Introduction To A Special Issue', *Journal of Business Research*, 58, pp797-805.

Sargeant A, Hilton T and Wymer W.W. (2005) 'Making The Bequest: An Empirical Study of the Attitudes of Pledgers and Supporters', *International Journal of Educational Advancement*, 5(3), pp207-220.

Sargeant A and Woodliffe L (2005) 'The Antecedents of Donor Commitment to Voluntary Organizations' *Nonprofit Management and Leadership*, 16(1) pp61-78.

Sargeant A, Jay E and Lee S (2006) 'Benchmarking Charity Performance: Returns From Direct Marketing In Fundraising,' *Journal of Nonprofit and Public Sector Marketing*, 16 (1/2), pp77-94.

- Sargeant A**, Ford J B and West D.C. (2006) 'Perceptual Determinants of Nonprofit Giving Behavior,' *Journal of Business Research*, 59(2), pp155-165.
- Wymer, W. W. and **Sargeant A** (2006), 'Insights From a Review of the Literature on Cause Marketing,' *International Review on Public and Nonprofit Marketing*, 3 (1) pp9-21.
- Sargeant A**, Hilton T and Wymer W (2006) 'Bequest Motives and Barriers To Giving: The Case of Direct Mail Donors', *Nonprofit Management and Leadership*, 17(1), pp49-66.
- Sargeant A**, Wymer W and Hilton T (2006) 'Marketing Bequest Club Membership: An Exploratory Study of Legacy Pledgers', *Nonprofit and Voluntary Sector Quarterly*, 35(3), pp384-404.
- Sargeant A** and Ford J.B. (2006) 'The Power of Brands', *Stanford Social Innovation Review*, Winter, pp41-47.
- Sargeant A** and Crissman K (2007) 'Corporate Giving in Australia: An Analysis of Motives and Barriers,' *Australian Journal of Social Issues*, 41(4), 477-492.
- Polonsky M and **Sargeant A** (2007) 'Managing The Donation Service Experience', *Nonprofit Management and Leadership*, 17(4), 459-476.
- Sargeant A.**, Routley C and Scaife W (2007) 'Successful Bequest Fundraising: **Lessons** From Research' *Journal of Gift Planning*, pp11-15/ 29-39.
- Sargeant A** and Woodliffe L (2007) 'Building Donor Loyalty: The Antecedents and Role of Commitment in the Context of Charity Giving,' *Journal of Nonprofit and Public Sector Marketing*, 18(2), 47-68.
- Sargeant A** and Woodliffe L (2007) 'Gift Giving: An Interdisciplinary Review,' *International Journal of Nonprofit and Voluntary Sector Marketing*, 12, 275-307.
- Sargeant A**, West D.C, and Jay E (2007) 'The Relational Determinants of Nonprofit Web Site Fundraising Effectiveness: An Exploratory Study', *Nonprofit Management and Leadership*, 18(2), 141-156.
- Sargeant A** and Hudson J (2008) 'Donor Retention: An Exploratory Study of Door-to-Door Recruits', *International Journal of Nonprofit and Voluntary Sector Marketing*, 13, pp89-101.
- Sargeant A.**, Jay, E and Lee, S. (2008) The True Cost of Fundraising: Should Donor's Care? *Journal of Direct, Data and Digital Marketing Practice*. 9(4), 340-353.
- Sargeant, A.** Ford J.B and Hudson J (2008) 'Charity Brand Personality: The Relationship With Giving Behavior', *Nonprofit and Voluntary Sector Quarterly*, 37(3), 468-491.
- Sargeant, A.** Hudson J and West, D.C. (2008) "Conceptualising Brand Values in the Charity Sector: The Relationship between Sector, Cause and Organisation," *Service Industries Journal*, 28 (5), pp. 615-632.
- Wymer W., **Sargeant A** and Scaife W (2008) 'Curricular Content of the Marketing Component for Nonprofit Management Programs: The Practitioner Perspective,' *Journal of Public Affairs Education*, 14(2), 271-283.
- Routley C., **Sargeant A** and Scaife W (2009) 'Bequests to Educational Institutions: Who Gives and Why?' *International Journal of Educational Advancement*, 7(3), 193-204.
- Sargeant A.**, Lee, S. and Jay E (2009) 'Communicating the Realities of Charity Costs: An Institute of Fundraising Initiative,' *Nonprofit and Voluntary Sector Quarterly*, 38(2), 333-342.

Shang J and **Sargeant A** (2009) Clear Insights: Philanthropic Psychology, Advancing Philanthropy, May/June, pp28-33.

E) Research Reports

Sargeant A and Kaehler J. (1998), 'Charities and Fundraising Costs - Just What Is The Benchmark?', in Pharoah C and Smerdon M (Eds) Dimensions of the Voluntary Sector, West Malling, Charities Aid Foundation, pp227-229.

Kaehler J and **Sargeant A** (1998), 'Accounting For Differences In Charities' Administration Costs', in Pharoah C and Smerdon M (Eds) Dimensions of the Voluntary Sector, West Malling, Charities Aid Foundation, pp230-235..

Sargeant A (2000) Improving Donor Retention: How Can Charities Build Loyalty?, in Dimensions 2000, Volume 2, Pharoah C (Ed), Charities Aid Foundation, West Malling.

Sargeant A., Jay E and Lee S (2002) Major Gift Philanthropy: Individual Giving To The Arts, Arts and Business, London.

Sargeant A, Jay E and Lee S (2003) The Future of Giving, The Giving Campaign, London.

Sargeant A and Breeze B (2004) A Blueprint For Giving, The Giving Campaign. London.

Sargeant A, Hudson J and Jay E (2006) Fundraising Training in the U.K: An Assessment of Current Provision, Institute of Fundraising, London

Sargeant A (2008) Donor Retention: What Do We Know and What Can We Do About It? A Report for the Association of Fundraising Professionals, Washington DC.

Sargeant A and Shang J (2008) Identification, Death and Bequest Giving, A Report to AFP and Legacy Leaders

Sargeant A and Shang J (2009) 'Modelling Donor Attrition in Direct Dialogue and Door-To-Door Fundraising' A Report to the Public Fundraising Regulatory Association, (PFRA), London.

Sargeant A and Jay E (2009) Measuring Supporter Satisfaction: A Research Report, A Report to the National Society for the Prevention of Cruelty to Children (NSPCC), London.

F) Miscellaneous Presentations

Sargeant A (2007) 'Fundraising: Lessons From Research', Presentation to Fund Raising School Faculty, November 6th, Indianapolis.

Sargeant A (2008) 'Response To Filer Lecture', Center on Philanthropy 20th Anniversary Meeting, November 7th, Indianapolis.