

Dr. Adrian Sargeant

Adrian Sargeant is the Robert F. Hartsook Professor of Fundraising at Indiana University. Sargeant is also Professor of Nonprofit Marketing and Fundraising at Bristol Business School (UK) and an Adjunct Professor of Fundraising at the Australian Centre for Philanthropy and Nonprofit Studies, Queensland University of Technology, Brisbane, Australia. Adrian Sargeant is one of the world's foremost authorities in the domain of nonprofit marketing and fundraising. Sargeant is the Managing Editor of the International Journal of Nonprofit and Voluntary Sector Marketing and the author of 'Fundraising Management' and 'Marketing Management for Nonprofit Organizations' published by Routledge and the Oxford University Press, respectively.

Adrian Sargeant is probably best known for his work on donor retention and loyalty, although he has also studied nonprofit branding, e-fundraising and bequests. His work has been funded by the Economics and Social Research Council, the Aspen Foundation, Indiana University, the Association of Fundraising Professionals and the Institute of Fundraising. His work has also been funded by a plethora of different nonprofits in the United Kingdom and the United States including organizations as diverse as the American Cancer Society, Habitat for Humanity, the Royal Society for the Prevention of Cruelty to Animals, the Royal National Lifeboat Institution, Concern Worldwide and Sightsavers. His work has appeared in many scholarly journals including the Journal of Business Research, Journal of Marketing Management, European Journal of Marketing, Nonprofit and Voluntary Sector Quarterly and Nonprofit Management and Leadership.

In 2004 Professor Adrian Sargeant pioneered the public information website www.charityfacts.org which will shortly be developed to provide a similar service to the public in both the United States and Australia. The site is underpinned by an ongoing and ground breaking study tracking the fundraising performance of a cross section of charities. Most recently Professor Sargeant developed the UK's new National Occupational Standard for Fundraising, specifying the skills and knowledge required of fundraisers working in a variety of different roles within the profession. Adrian Sargeant is presently working on the design of a new suite of professional fundraising qualifications.