Editorial

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This issue of the *International Journal of Educational Advancement* includes research covering a variety of topics with utility for multiple audiences, including managers, scholars and front-line advancement officers.

Luisa Boverini explores venture philanthropy and its potential effect on higher education institutions and the organization and functioning of advancement offices. Of particular concern are implications of such close institutional relationships with donors.

Ying Liu's contribution on the various determinants of voluntary support to colleges and universities goes beyond the multitude of donor demographic studies or "magic bullet" analyses, as Kathleen Kelly refers to them. The piece incorporates institutional policy and governance structures and finds evidence of accumulative advantage in institutional fund raising.

James McAlexander and his colleagues examine the broader

relationship between brand community and donor loyalty, again extending the literature on those institutional characteristics that have significant relationships with giving.

Finally, Jon Iarrobino examines the subject of turnover, which is of great import to managers of advancement operations and to the profession. As the average tenure of development officers continues to shrink, organizational efforts that improve retention also will increase operational efficiency. As an emerging profession, especially one with the cultivation and management of relationships at its core, there is no more critical threat than the churn associated with fund raisers.

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