



Donor-Centered Fundraising

By Penelope Burk

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Donor-Centered Fundraising By Penelope Burk

In this thought-provoking book, author, researcher, and consultant Penelope Burk describes a groundbreaking methodology that challenges accepted fundraising practice and raises much more money.

Working from research conducted over six years with hundreds of charities and donors, Donor-Centered Fundraising paints a candid picture of why donors stop giving to charities they once supported, and what it will take to preserve their loyalty in the future. In clear language and backed by statistical evidence, Penelope Burk explores the pitfalls of our traditional approaches to donor communication and recognition and articulates what donors want but seldom get from the charities they support.

The book features straightforward and accessible calculations that show how much money charities are failing to raise, and offers a step-by-step procedure for testing a donor-centered alternative and gaining its acceptance in any organization. Filled with eye-opening, humorous, and often poignant anecdotes from both donors and charities, Donor-Centered Fundraising is both a revealing expose and an entertaining read.

This book is written for fundraisers, executive directors, communications staff, board members, and any staff or volunteers who interact with donors or deal with the financial support of charitable organizations. Donor-Centered Fundraising sets a new standard for success and establishes itself as the essential fundraising methodology for the times.

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Editorial Review

About the Author

Penelope Burk is President of Burk & Associates Ltd. A senior fundraising professional with more than thirty years' experience, she has held management positions in both fundraising and communication in arts, social services, and sports / recreation charities. Penelope is a sought-after speaker and trainer, and author of two books and more than fifty seminars, training programs, articles and plays written especially for not for profit organizations. Penelope is a specialist in fundraising strategic planning, research and training based on the principles of donor-centered fundraising.

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