

# DONOR-CENTERED FUNDRAISING™

How to hold on to your donors and raise much more money

...and nothing short of revolutionary

Penelope is awesome! She makes you think and inspires you to swim against the tide and take action.

— **Pamela A. Havens,**  
Director of Stewardship,  
Hamilton College

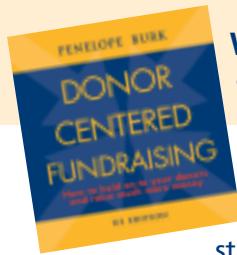
[Donor-Centered Fundraising offers a] compelling rationale that questions traditional approaches and fundraising initiatives. Makes one believe there is a new cutting edge wagon on which every professional should seek a seat!

— **Jollin Vincent,**  
Minert Associates

## How Donors Would Support the Charities that Communicated With Them More Effectively

93% would definitely or probably give again;  
64% would give more;  
74% would continue to give indefinitely

70% of donors would increase the overall value of their philanthropy if charities were more effective at acknowledging their gifts and communicating results.



## Why Donor-Centered Fundraising™ is essential for anyone working in fundraising today

In this groundbreaking and thought-provoking book, author Penelope Burk presents the American fundraising industry with its first and only statistically-based assessment of the present state of fundraising and the future potential of a donor-centered approach to raising money.

*Donor-Centered Fundraising™* is based on five years of research and testing with over six hundred North American charities and donors. Burk's comprehensive study of donor communication, recognition and donor relations paints a clear picture of the kind of relationship that donors are seeking and defines donor-centered fundraising as the essential methodology for keeping donors long term.

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*Fascinating research, well applied. It could change the face of fundraising.*

— **Patricia Johnson,**  
Director, Donor Relations, St. Lawrence University

Fundraising practices and beliefs were developed in an era when donors were more compliant, competition was less severe, and fundraisers could rely on a growing supply of willing contributors. But today, wealth is shifting to a new kind of donor who is more demanding and harder to reach; the volume of organizations competing for every philanthropic dollar has exploded; and donors are trending towards supporting fewer causes.

Within this new and tougher environment, professional and volunteer fundraisers are running harder and faster to keep up. But effort alone won't be enough to reach increasingly ambitious fundraising goals in the future. Fundraisers need reliable information about what motivates today's donors and creative alternatives to outdated fundraising practices. *Donor-Centered Fundraising™* offers both.

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*I work with Development departments at schools/universities throughout the US and Canada and "donor-centered fundraising" has definitely become a buzz word. Universities are recognizing the need to reach out to donors and know that Penelope Burk's research is valuable and immediately applicable.*

— **Marisa Voorhees,**  
Educational Program Coordinator, CASE



## ABOUT THE AUTHOR, PENELOPE BURK

President of Cygnus Applied Research, Inc. (US, Canada, UK), Penelope Burk's career began in market research and public relations for the travel industry and leading arts organizations. Over her 30 plus year career, she held senior management positions with international sports organizations and social service agencies. She rose to the top of the fundraising profession in Canada, and founded an innovative consulting practice in 1990.

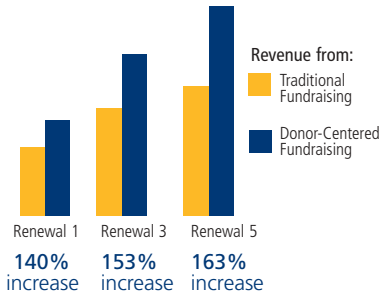
Penelope's innate professional curiosity combined with her extensive fundraising, marketing and market research experience established her as an original thinker in the field who always supports her views with statistical evidence. In addition to the two books she has written on donor-centered fundraising, Penelope has created more than forty seminars, training programs and plays specifically for not for profit organizations.

[www.donorcentered.com](http://www.donorcentered.com)

Cygnus Applied Research Inc., Suite 1800, 211 East Ontario Street, Chicago, IL 60611

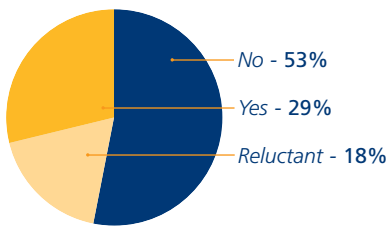
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**Better donor retention through Donor-Centered practices is the key to fundraising success.**



Even a modest 5% improvement in donor retention results in a significant increase in revenue over subsequent renewal campaigns.

**Do Donors Want to be Recognized?**



Charities' newsletters average 8 pages and most are distributed 4 times a year. However, 68% of Study donors say newsletters are too long.

Although 74% of charities in the Donor-Centered Research Study publish donors' names in their newsletter or annual report, only 32% feel this is an effective strategy for influencing donor loyalty or gift value.

**What Donor-Centered Fundraising™ Includes**

- frank information on why donors stop giving
  - the three essential things that charities can do to improve donor retention and maximize donors' philanthropy earlier
  - candid opinions from individual and corporate donors about gift clubs, honor rolls, public recognition in annual reports and programs, donor recognition events, donor walls, gifts, pins and plaques
  - how superior communication impacts donor retention, average gift value, and the movement of donors to major and planned gifts programs
  - what makes a great thank you letter...and how to write one that influences your donor's next gift
  - poignant, funny and amazing stories from both donors and charities about their experiences
  - the author's compelling conclusions, with test results and anecdotal information from charities who have already adopted a donor-centered approach to communication and recognition
  - sample forecasts that show the impact of donor-centered fundraising on donor retention and revenue generation
- ... and much more (see the full Table of Contents for Donor-Centered Fundraising at [www.donorcentered.com/synopsis](http://www.donorcentered.com/synopsis))

**Over 200 questions were posed to respondents in the Donor Centered Study. Here are just a few that generated some surprising results:**

- What is the essential information that donors need in order to stay loyal longer and give gifts of greater value?
- Do donors want to be recognized?
- Do donors read charities' newsletters? If not, why and what do they suggest as an alternative?
- How does personal contact from leadership volunteers influence donors' future support?
- What is the cost/benefit of publishing donors' names in newsletters, house programs, annual reports and on donor walls?
- Do Development Offices that employ Donor Relations staff actually raise more money?

**Who should read this book:**

**All professional Fundraisers** — *Donor-Centered Fundraising* will be of particular interest to Development Directors and Donor Relations professionals. The impact of donor stewardship on fundraising success also makes this a critical resource for everyone in the industry.

**CEOs and Boards of Directors** — Donors in the study had specific comments and advice about the role that management should play in communicating with donors and particularly how leadership volunteers are the most significant influencers of donor loyalty and generosity.

**Fundraising counsel and companies that raise money on behalf of their not for profit clients** — Effective donor communication will be the key determinant of fundraising growth in the future. Donor-centered fundraising recognizes new market trends in giving and defines a compelling strategy that counsel and service providers will want to introduce to their not for profit clients.

*Penelope Burk explains the concept of Donor-Centered Fundraising with clarity, intelligence, scholarship and good humour.*

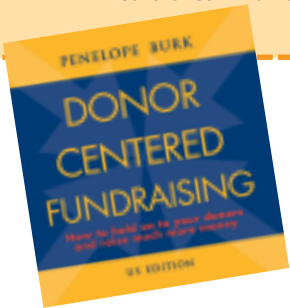
— **Michael W. Cross**,  
Director of Philanthropy,  
Bedford Community Health Foundation

*Thank you for challenging the routine fundraising that has gone on for years, and allowing me to see my work through my donors' eyes.*

— **Rhonda M. Dietz**,  
Regional Director of Advancement,  
Diakon Lutheran Social Ministries

*You are to be congratulated for dropping a brick on my head, shining a floodlight in my eyes and stimulating the synapses in my brain. Donor-Centered Fundraising truly got me focussed on reality and donor stewardship.*

— **Dianne McManigle**,  
University of Texas - Austin



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- Use our secure online form to order with your credit card. ([www.donorcentered.com](http://www.donorcentered.com))
- OR complete and mail this form with your check or credit card information to:  
**Cygnus Applied Research, Suite 1800, 211 East Ontario Street, Chicago, IL 60611**
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