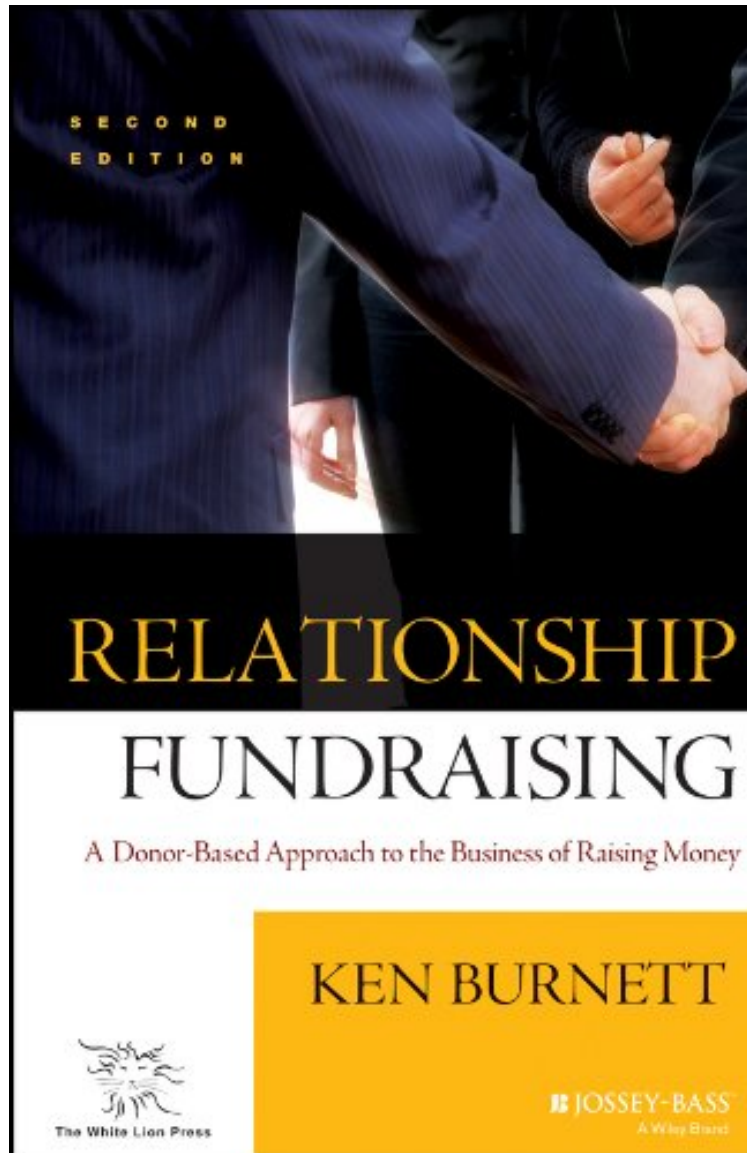


(Download) Relationship Fundraising: A Donor-Based Approach to the Business of Raising Money

Relationship Fundraising: A Donor-Based Approach to the Business of Raising Money

Ken Burnett

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Ken Burnett : Relationship Fundraising: A Donor-Based Approach to the Business of Raising Money before purchasing it in order to gauge whether or not it would be worth my time, and all praised Relationship Fundraising: A Donor-Based Approach to the Business of Raising Money:

4 of 4 people found the following review helpful. Excellent tool for long-term fundraising! By Pamela GrowOdd that another reviewer marked this book as "dated." Donor centered fund-raising is never dated and is, I would venture to

say, the only honest way to sustainable fund-raising. Ken's book provides many marvelous examples of different types of donors - to sort of get a picture of where their heads are at :). I, like many, stumbled into fund-raising many years ago. Fortunately I had a direct marketing/sales background - with the emphasis on "direct." Understanding what motivates your donors is the key to raising money and, while communication technologies have changed, that understanding perhaps even more critical to knowing how to use these new technologies. Building relationships with donors is indeed possible via email and via social media. The key is knowing how. A "must have" for your fund-raising library. 1 of 1 people found the following review helpful. Five Stars By Padrica Lawes Love it! 1 of 1 people found the following review helpful. Entertaining and inspiring By S. Cory Quite a bit of emphasis on how fundraising works in the UK versus the US. Has some good suggestions that are relevant in the US. Very conversational tone and quite inspiring for a fundraising book. How relevant this is to the content of the CFRE exam, I don't know.

Internationally acclaimed fundraising consultant Ken Burnett has completely revised and updated his classic book *Relationship Fundraising* to offer fundraising professionals an invaluable resource for learning the techniques of effective communication with donors in the twenty-first century. Filled with illustrative case histories, donor profiles, and more than two hundred action points, this groundbreaking book shows fundraisers how to Implement creative approaches to relationship-building fundraising Avoid common fundraising errors and pitfalls Apply the vital ingredients for fundraising success Build good relationships through marketing Achieve a greater understanding of their donors Communicate effectively with donors--using direct mail, the press, television, the telephone, face-to-face contact, and more. Prepare for the challenges of twenty-first century fundraising

"This is an excellent book for those of you new to the field of fundraising and the nonprofit world in general." (CharityChannel.com, December 20, 2002) "Experienced volunteers and skilled practitioners realize that fundraising isn't about money, it is about relationships. Ken Burnett's observations, insights, and practical tips for building and sustaining relationships are superb. Highly readable, this book is a solid mix of sound theory and pragmatic application." mdash; Kay Sprinkel Grace, author, *Beyond Fund Raising*; coauthor *High Impact Philanthropy* "Ken Burnett is one of the world's leading practitioners of the art of raising money by mail. Many of us in the fundraising field speak about "building relationships with donors," but Ken has systematically developed the techniques to bring this ideal down to earth. This classic book lays them out for all to see. *Relationship Fundraising* is one of a handful of truly indispensable books that belong on every fundraiser's bookshelf." mdash; Mal Warwick, founder, Mal Warwick Associates; author, *How to Write Successful Fundraising Letters and Ten Steps to Fundraising Success* "This is the book that sets the agenda for fundraising communications in the twenty-first century. Engaging, inspiring, and thought provoking, *Relationship Fundraising* is based on the unique twenty-five year experience of one of the world's most respected fundraisers." mdash; Bernard Ross, director, The Management Centre, London; author, *Breakthrough Thinking for Nonprofit Organizations From the Inside Flap* **RELATIONSHIP FUNDRAISING** Raising money in the competitive nonprofit world means building strong, lifelong relationships with donors through effective, appropriate marketing and communication. Fundraisers everywhere know the importance of developing effective marketing and communication skills, but the right tools and advice are often hard to find. *Relationship Fundraising* offers an accessible, timely guide to the benefits of applying relationship marketing methods in the fundraising arena. In this expanded and revised second edition, international fundraising consultant Ken Burnett identifies successful techniques for marketing to donors, emphasizing the need to establish mutually rewarding relationships with contributors. Burnett not only helps readers better understand the concerns that motivate donors but also identifies the professional qualities that advance all successful fundraising efforts. Fundraisers will learn how pride in their profession can reap big and regular gifts from donors, how to avoid the most common communication pitfalls, how to apply recent consumer research to daily fundraising practice, and how donor-centered outreach can encourage givers to invest in an organization for the long term. Illustrative case studies, donor profiles, and more than two hundred action points help readers quickly and conveniently convert theory into practical relationship fundraising. *Relationship Fundraising* is an invaluable resource for anyone concerned with effective marketing for social service groups, universities, campaigning organizations, arts groups, or any nonprofit organization that depends on public support to achieve its mission.