



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

By Ken Burnett

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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

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### Editorial Review

#### Review

"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)

#### Review

"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." —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." —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." —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.

## **Users Review**

### **From reader reviews:**

#### **Donna Beckman:**

As people who live in often the modest era should be upgrade about what going on or facts even knowledge to make them keep up with the era which is always change and progress. Some of you maybe will certainly update themselves by reading through books. It is a good choice for you but the problems coming to an individual is you don't know what kind you should start with. This Relationship Fundraising: A Donor Based Approach to the Business of Raising Money is our recommendation to make you keep up with the world. Why, as this book serves what you want and want in this era.

#### **Shirley Gilliam:**

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