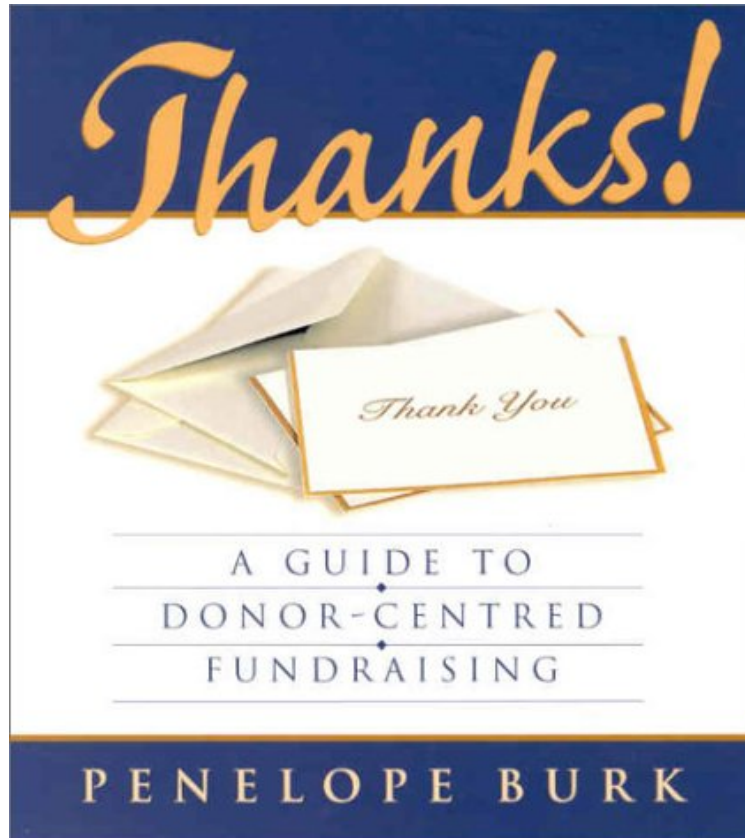


## Thanks!... A Guide to Donor-Centred Fundraising

*Penelope Burk*

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**Penelope Burk : Thanks!... A Guide to Donor-Centred Fundraising** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Thanks!... A Guide to Donor-Centred Fundraising:

In this groundbreaking and thought-provoking book, author Penelope Burk presents the fundraising industry with its first-ever statistically based look at the present state and future potential of donor-centred fundraising. Working from in-person interviews with more than 200 individuals, corporate donors and charities across Canada, the book paints a clear picture of how donors want to be recognized, and defines donor-centred fundraising as the essential methodology for keeping donors long term. Thanks! A Guide to Donor-Centered Fundraising takes an objective look at the way fundraisers manage donor communications from the moment their organization receives a first-time donor, backing up its analysis with data and real-life anecdotes gathered from the research. In clear language, the book provides invaluable information regarding: 1. The three simple steps to achieving donor loyalty 2. The best way to say 'thank you' through written and verbal communication 3. The information donors really want, and how they want to receive it 4. The pitfalls of our traditional approach to recognition and communication 5. The remainder of the book is dedicated

to demonstrating how true donor-centred fundraising can become a reality within an organization. With a practical formula to help charities determine how much money they are failing to raise from existing donors, Thanks!... helps professional fundraisers prove that investment in donor-centred fundraising is justified. The book also offers suggestions for testing, budgeting and gaining acceptance for donor-centered fundraising within an organization, no matter what the size. Thanks!... is written for professional fundraisers, executive directors, communications staff, Board members and other volunteers and staff who want to raise more money from existing donors, halt donor attrition and set their business on a new course that will bridge the future gap between donor growth and the demand for funds.

Compellingly articulates a vision for a new approach to how donors are ... brought closer to the work of charitable organizations. -- Front Centre, March 2001  
Compellingly articulates a vision for a new approach to how donors are ... brought closer to the work of charitable organizations. -- Front Centre, March 2001  
This is the ultimate "how-to" book for any organization that is re-thinking how they communicate with a recognize donors. -- Margot Jagger, CharityVillage.com  
What a terrific book! ... [The] fundraising philosophy Burk describes is as universal as the concept of philanthropy itself. -- Marion K. Ringe, Advancing Philanthropy, IX (3), 2002  
About the Author  
Penelope Burk has more than 30 years' experience in management and fundraising throughout Canada. Her in-depth and varied career in six Canadian provinces established Penelope as a senior professional with an innovative approach to management, marketing and fundraising, and a particular knack for turning around organizations with stagnant or declining revenues. Penelope is especially well known for her innovative work on behalf of clients in operational and fundraising strategic planning, as well as sponsorship planning and development. But it is her unique skills in writing and presenting seminars and training programs (she has written more than 40 of them) that have placed Penelope among the top fundraising management consultants in the country. In 1988, Penelope turned her attention to consulting, founding Burk Associates Ltd., with offices in Toronto/Burlington, Winnipeg and the United Kingdom. Associates of the firm serve a diverse roster of clients representing every not for profit discipline and located throughout the country.