

RELATIONSHIP FUNDRAISING

A DONOR-BASED APPROACH TO THE BUSINESS OF RAISING MONEY

THIRD EDITION: THE 32ND ANNIVERSARY EDITION

KEN BURNETT



How this book has changed fundraising

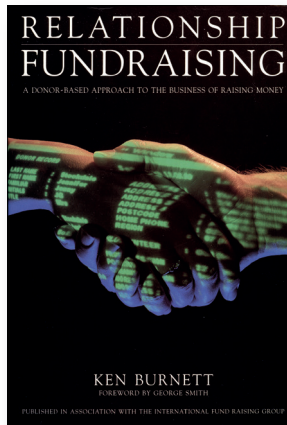
Selections from what people have said about the first and second editions:



‘The translator of the Polish edition of Relationship Fundraising said it was her most interesting assignment in a long time – although she’s not a fundraiser herself she learned a lot from it and thought a lot about it. That’s what happens to all readers of this book: Ken talks about fundraising in such a way that everyone would like to become a fundraiser!’

ROBERT KAWALKO, CHAIRMAN, POLISH FUNDRAISING ASSOCIATION, KRAKOW, POLAND.

“The wisdom, common sense and wit crammed into Relationship Fundraising helped me realise what fundraising truly is. It’s about



humanity. Decency. Treating people really well and helping them to change the world. With that epiphany, fundraising transformed from a job to a lifelong mission for me. And the technical guidance shared in its pages has helped me to be a better fundraiser ever since. An absolute must-read for anyone who comes within an ass's roar of a fundraising department."

COLIN SKEHAN, HEAD OF DONOR RELATIONS, TRÓCAIRE
(COLIN WAS IRELAND'S FUNDRAISER OF THE YEAR RECENTLY. TRÓCAIRE IS IRELAND'S BEST-KNOWN INGO AND TWICE WINNER OF FUNDRAISING TEAM OF THE YEAR).

"World book day; Harry Brown handed this book to me 19 years ago and said: this is all you need. He was right! Thank you @kenburnett1."

JO BALLANTINE, A FUNDRAISER WRITING ON TWITTER.

"Relationship Fundraising changed my life!

"My initial fundraising career was only meant to last a year or so. After that I was meant to get a 'proper' job in law, but then I read Relationship Fundraising and it got me hooked on fundraising as a career.

"From that moment on, I was a professional fundraiser.

"I re-vamped our thank you letters, took responsibility for the database, looked for ways to recognise and thank donors and worked hard to implement as much of the theory and ideas in the book as possible. The book made me proud to be a fundraiser and showed me what a fulfilling, stimulating and enjoyable career it could offer me... I don't know how you can do your job properly as a fundraiser without being aware of the principles it teaches."

CRAIG LINTON, CO-AUTHOR, DONORS FOR LIFE: A PRACTITIONER'S GUIDE TO RELATIONSHIP FUNDRAISING, THE WHITE LION PRESS, 2017.

"Such were the breakthrough insights unveiled 32 years ago in Ken Burnett's now-classic Relationship Fundraising. And now with today's massively updated third edition, new and important revelations abound. Relationship Fundraising is a gift to all fundraisers who prefer to bask in the sunshine of current knowledge and experience rather than labour in darkness as prisoners of the past. This massively updated third edition of Relationship Fundraising breathes fresh new life into Ken's must-read classic."

ROGER M. CRAVER, EDITOR-IN-CHIEF, THE AGITATOR, AND AUTHOR OF RETENTION FUNDRAISING: THE NEW ART AND SCIENCE OF KEEPING YOUR DONORS FOR LIFE.

“Relationship Fundraising gave me the confidence to talk to my donors not as contributors, but as co-conspirators, together for a better world. Selfishly, more importantly, it made me proud to be a fundraiser. It was my roadmap for a compassionate, honest and collaborative profession, one that I could commit my working life to. If you need inspiration, or have a moment of doubt, turn to it.”

DONNA DAY LAFFERTY, SENIOR LECTURER, UNIVERSITY OF CHICHESTER, UK.

“The ideas contained in this book will revolutionise fundraising in the next decade”.

GILES PEGRAM, FROM 1992, WHEN HE WAS DEPUTY DIRECTOR AND HEAD OF FUNDRAISING AT NSPCC, UK.

“Today there is research to back up the author’s observations and advice, but there certainly wasn’t when the first edition of Relationship Fundraising was published. Ken Burnett got it right. Simply put, he is a visionary.”

PENELOPE BURK PRESIDENT, CYGNUS APPLIED RESEARCH, INC. CANADA.

“In late 1992 my agency Robejohn brought Ken Burnett to Australia to inspire and challenge our clients and all Fundraising Institute of Australia members. Relationship Fundraising won immediate acclaim as he was booked solidly across Australia, delivering priceless, ground-breaking advice on building long-term donor-centred relationships. This new revised edition will be absolutely essential for every passionate fundraiser.”

KATHY JOHN FFIA, FOUNDER ROBEJOHN 1987, SEMI-RETIRED FUNDRAISING ADVISOR 2020.

“Ken Burnett has done it again with his updated release of Relationship Fundraising. Prior editions profoundly influence how I approach lasting individual donor engagement and especially the development of major gifts. This is a brilliant must-read for every fundraising professional and nonprofit leader!”

TAMMY ZONKER, MAJOR GIFT EXPERT, KEYNOTE SPEAKER AND HOST OF THE INTENTIONAL FUNDRAISER PODCAST , USA.

“Relationship Fundraising is a rare modern classic that has both defined and advanced an entire discipline. It was the first book given to me at my first job in the charitable sector. It cast a compelling vision for me that we

in the nonprofit space should never be content with mimicking the tactics of the private sector, but that we had both the opportunity and the duty to adapt and evolve them. Previous editions have inculcated donor-centricity in a generation of nonprofit professionals – I am eager to see the powerful impact of this next edition.”

LORI POER, DIRECTOR, THE BLACKBAUD INSTITUTE, USA.

“Ken Burnett’s wisdom and insights were crucial when I first began fundraising. I absorbed the first edition of this book cover-to-cover and then back again, and again. Ken helped me understand potential donors not as ‘cash-on-legs’ but as living, breathing humans with their own hopes, worries and dreams. And he helped me understand that my job was to connect good people with charities that could put their resources to good use. I still keep the first two editions near my desk. Thank you Ken for writing and updating this book, and for helping so many of us to understand and practice better fundraising.”

BETH BREEZE, DIRECTOR, THE CENTRE FOR PHILANTHROPY, UNIVERSITY OF KENT, UK.

“Relationships are the heart and soul of brilliant fundraising – I know, if you asked them, this is the one book your donors would tell you to read.”

JESS WINCHESTER, FUNDRAISING AND MARKETING MANAGER, NEW ZEALAND.

“Relationship Fundraising was a total game-changer for how the fundraising sector looked at and communicated with its donors. It still is.”

DARYL UPSALL, FOUNDER, DARYL UPSALL INTERNATIONAL, SPAIN.

“Relationship Fundraising was in many ways a book ahead of its time. I remember reading it when it came out and being inspired by its simple truths. It is a book I have recommended to many people and the well-thumbed copy on my office shelf has been consulted by many of my colleagues over the years.”

SIMON COLLINGS, FORMER DIRECTOR, THE RESOURCE ALLIANCE, WRITING IN PROFESSIONAL FUNDRAISING MAGAZINE.

“I still remember reading Ken’s book a year after it was first published. In fact, it was practically engulfed in a single sitting by virtue of starting on a long flight from London to Chicago. (I simply could not put it down!).”

JAY LOVE, CO-FOUNDER, BLOOMERANG AND eTAPESTRY, USA.

“We saw what happened when some fundraising turned into something like factory farming. And it’s been brilliant to see how real relationship fundraising has returned in response, not just in lip service but in full-fat life with fundraisers going so much further to treat their supporters like partners.”

KARIN WEATHERUP, CAMPAIGNING FUNDRAISING CREATIVE DIRECTOR, UK.

“Burnett...has provided a new framework for thinking about fundraising strategy.”

ROB PATON, JOURNAL OF NONPROFIT MARKETING, UK.

“This book is the fundraiser’s bible.”

CONRAD LAURITSEN, STROËDE AB, SWEDEN.

“...it will revolutionise the way in which development officers treat their donors and prospects.”

DR JUDITH E NICHOLS, CFRE, AUTHOR AND CONSULTANT, USA.

“...this classic guide to fundraising is probably the most widely read amongst UK fundraisers.”

PHILANTHROPY UK MAGAZINE, UK.

“Thanks, too, to a Scotsman named Ken Burnett, author of Relationship Fundraising and other seminal books on the topic, we’re learning how to practice our craft in a sensitive manner that strengthens rather than undermines our relationships with donors. We’re coming to understand that the line between annual giving and major gifts, long a hard-and-fast divide in most nonprofit organizations — is arbitrary and largely counterproductive. We’re picking up the techniques to involve donors — by mail, by phone, and in other appropriate ways — so that they become, to lift the title of another of Burnett’s books, Friends for Life.”

MAL WARWICK, AUTHOR, A NEW DIRECTION FOR TOMORROW’S DIRECT MAIL, USA.

“It was the original edition of Relationship Fundraising that framed much of my initial fundraising approach many years ago, with the ISPC/Childline and RNLI in Ireland. The importance of relationship building remains of fundamental importance to NGOs.”

CLAIRE BRENNAN, NGO SECTOR, IRELAND.

“Treat your donors as people with dignity and valid – in fact, tender – emotional needs. DON’T treat them as just an endless passing parade of purses you might potentially pick. THIS was my newbie takeaway from Ken’s mood-altering book.”

TOM AHERN, AUTHOR AND MENTOR, USA.

“Burnett’s thoughtful approach possesses terrific value. Its application has helped many garner billions of resources to forward the good works of nonprofit institutions.”

KATHY JOHNSON BOWLES, INSIDE HIGHER EDUCATION BLOG, USA.

“The ONLY book I could find when I joined the sector 15 years ago that mentioned legacy fundraising. Thank you! As a guiding principle, I couldn’t have hoped for anything more suitable.”

CHRIS MILLWARD, LEGACY STRATEGY CONSULTANT, TRAINER AND FOUNDER OF LEGACYGIVINGEXPERT.CO.UK.

“Relationship Fundraising was the first fundraising book I read, and I still refer to my original copy today.”

REBECCA SCALLY, HEAD OF PHILANTHROPY & DONOR DEVELOPMENT
GREENPEACE EAST ASIA.

“This book found expression through me in a dozen seminars globally. It changed my thinking and orientation to donor management very profoundly.”

ALICE PREMA ANDREW, CONSULTANT AND INTERNATIONAL TRAINER, INDIA.

“I bought my first copy of Relationship Fundraising in 1995, when we were enjoying rapid growth in Amnesty International. It really opened my eyes to donor-focussed fundraising. This shift from transactional to relationship-based thinking led us to shift investment from volume-based acquisition to quality-based retention. That’s a principle I’ve brought with me to practice for many wonderful causes, with great impact on their ROI. Since then, I dip in and out of Ken’s writings, whether I’m looking for new ideas, challenging existing practice or simply reminding myself that the principles of good donor care transcend all the technological change.”

BRUCE CLARK, INDIVIDUAL GIVING MANAGER AND DIRECT MARKETING CONSULTANT, IRELAND.

“Ken Burnett has no idea the gifts he gave to me as a fundraising copywriter, through Relationship Fundraising. Today I’m telling you: Relationship Fundraising offered a philosophy, a touchstone, a home base to return to again and again. All these years later, it still does. Because when you get it right, the soul of truly great fundraising – and the soul of every great fundraising story – is no less than, to paraphrase the book itself, the triumph of the human spirit. Equal parts how-to guide, essential primer for new fundraisers, heartfelt pep talk and refresher course for old veterans, may the knowledge and insight that awaits in Relationship Fundraising help you, and your supporters, to change the world.”

LISA SARGENT, AWARD-WINNING FUNDRAISING COPYWRITER,
FOUNDER OF SOFII THANK-YOU CLINICS AND AUTHOR OF *THANKOLOGY*, USA.

“After 28 years of fundraising, it’s for me still the one and only book for everybody who asks what fundraising is all about. I wonder why there is no German translation?”

ULRICH C. REITER, GERMANY.

“This book is a game changer for fundraisers and the most important gift for Polish fundraisers so far. Anyone who receives this book from the Polish Fundraising Association has a big smile on their face after just a few minutes of reading. I’ve seen several vacation photos with Ken’s book on a deckchair or on the sand, with the sea in the background. But going on vacation is not necessary because Relationship Fundraising is also a journey to a land where goodness, sensitivity and joy rule.”

ROBERT KAWALKO, CHAIRMAN, POLISH FUNDRAISING ASSOCIATION, KRAKOW,
POLAND.

“Academic interest in nonprofit relationship marketing grew sharply following the appearance of Ken Burnett’s seminal text Relationship Fundraising, which reported the essential differences between nonprofit relationship fundraising and ‘transactional’ fundraising.”

RELATIONSHIP MARKETING AND BRANDING ANALYSED, ROGER BENNETT, 2019.

“The consequentialist version of donor centrism requires you to put the donor at the heart of your activities because this is the best way to raise more sustainable income: the better the experience you give them, the more they will give. This is how Ken Burnett describes relationship fundraising in his eponymous book.”

RIGHTS-BALANCING FUNDRAISING ETHICS, IAN MACQUILLIN, 2019.