

# RELATIONSHIP FUNDRAISING

## OTHER BOOKS BY THIS AUTHOR

*The essence of Campaigning Fundraising in 52 exhibits and 199 web links*, The White Lion Press, London, softback, 2021.

*Storytelling can change the world*, The White Lion Press, London, softback, 2014.

*The Field by the River*, Anova Books, London, hardback, 2008, softback, 2009, and Kindle, 2013.

*The Zen of Fundraising*, Jossey-Bass, San Francisco, softback, 2006.

*Tiny Essentials of an Effective Volunteer Board*, The White Lion Press, London, softback, 2004.

*Relationship Fundraising: a donor-based approach to the business of raising money*,  
Second Edition, Jossey-Bass, San Francisco, hardback 2002.  
First Edition, The White Lion Press, London, hardback, 1992.

*Friends for Life*, The White Lion Press, London, hardback, 1996.

*How to Produce Inspiring Annual Reports*, Directory of Social Change, London, softback, 2000, with Karin Weatherup.

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See also the Ken Burnett Archive at [www.sofi.org](http://www.sofi.org)

# RELATIONSHIP FUNDRAISING

A DONOR-BASED APPROACH TO THE BUSINESS OF RAISING MONEY

THIRD EDITION: THE 32<sup>ND</sup> ANNIVERSARY EDITION

KEN BURNETT



# Contents

<b>Why another edition?</b>	11
An introduction to the 32nd Anniversary Edition, by Jim Hilborn, publisher.	
<b>Foreword</b> to the Third Edition, by Professor Adrian Sargeant	23
<b>Foreword</b> to the First Edition, by George Smith	27
<b>Foreword</b> to the Second Edition, by Jennie Thompson	29
<b>How this book came about</b>	32
<b>Chapter 1: Much more than raising money</b>	43
A unique business area • What is a donor? • Fundraising is important • Action points	
DONOR PROFILE: MARY TEWSON	
<b>Chapter 2: Proud to be a fundraiser</b>	54
Limited public image • Pride in our profession • Not-for-profit doesn't mean not profitable • Essential overheads • Any need, on any scale • Value for money • Double agents • The initiation • Action points	
DONOR PROFILE: MOLLY AND DON PATTERSON	
<b>Chapter 3: The essence of good fundraising</b>	71
Why do people give? • Giving is good • What makes a successful fundraiser? • Action points	
DONOR PROFILE: ROSE LISTER	
<b>Chapter 4: The vital ingredients for success</b>	82
What is relationship fundraising? • The benefits of a new approach • A total philosophy • What relationship fundraising can do for you • The nine keys to building a relationship • Variations of donor geometry • Setting up and maintaining a relationship database • Action points	
DONOR PROFILE: RICHARD WEST	

<b>Chapter 5: Understanding your donors</b>	104
Basic research • How to do research • The hidden flaw and other perils • Implementing your findings • Donors of the future • Action points	
DONOR PROFILE: MRS. CHESTER	
<b>Chapter 6: Learning from recent research</b>	128
Where do I start? • Some really important new insights • Action points	
DONOR PROFILE: RACHEL SHAPIRO	
<b>Chapter 7: Avoiding common errors and pitfalls</b>	141
In the heart of the machine • The way we talk to people • The mail mountain • Low organisational self-image • The importance of nonresponse • The power and perils of emotion • Boring, boring, boring... • Personal dislikes • The benefits and risks of marketing • Following the crowd • Action points	
DONOR PROFILE: JOHN COLLINS	
<b>Chapter 8: Building better friendships through marketing</b>	172
What is marketing? • The marketing mix: creating an effective marketing strategy • Ten marketing questions • Search for the URG! • Personality problems • Fundraising by phone • Relationships with companies and foundations • Publicity and public relations • Action points	
DONOR PROFILE: MARSHA ROBBINS	
<b>Chapter 9: Making and keeping friends</b>	202
What is a donor worth? • Recognition and rewards • Reciprocal mailings • Cold direct mail • Different from the herd • Off-the-page advertising • Inserts • Recruiting face to face • The Internet and email • Gathering names • Membership • The information line • The video party • The President's Task Force • Action points	
DONOR PROFILE: KEVIN TUCKWELL	
<b>Chapter 10: Keeping in touch with your donors</b>	231
General awareness advertising • Selling like soap • Disaster advertising • Communicating by letter • The ideal thank you letter • Newsletters and magazines • The annual report • The ideal	

reply form • Creative use of the phone • Even closer encounters •  
 Television • Radio • Video • Getting it all together • Action points  
 DONOR PROFILE: IAN DUNLOP

## **Chapter 11: Creative approaches to relationship building** 270

The non-event • Getting the best out of people • Providing  
 involvement • Major gifts • Pricing and propositions •  
 Creative targeting • Sponsorship of publications • Commercial  
 partnerships • Employee fundraising • Volunteers • Inform your  
 ambassadors. • The RFM route to upgrading donors. • Thank  
 you, thank you, and welcome. • New products and new product  
 development • Planned giving. • Central promotion. • What's in a  
 name? • Change brings opportunities. • Action points

DONOR PROFILE: ERIC LEVINE

## **Chapter 12: The last great fundraising opportunity** 294

Different strokes for different folks • What legacy promotion  
 means in practice • More rigorous strategy • Some new  
 approaches • Creativity in legacy fundraising • Action points  
 DONOR PROFILE: ALICE JENKS

## **Chapter 13: Keeping up with change** 325

Changing ideas about boards and governance. • Mergers and  
 acquisitions • Entrepreneurial donors and the new rich • Venture  
 philanthropy • What's new in customer relationship management.  
 Disenchantment with relationship marketing • Face-to-face  
 fundraising • The revolution on our desktops • How ethical are  
 we? • Some thoughts on future change • Action points

DONOR PROFILE: SOPHIE CAIRNCROSS

## **Chapter 14: Fundraising for the twenty-first century** 360

But how high is up? • A happy ending? • Changing fundraisers'  
 behaviour • SAVE THE DONOR – An urgent appeal • Action  
 points

DONOR PROFILE: MR AND MRS CHRISTISEN

<b>The future of fundraising</b>	<b>385</b>
Introducing the 15 Appendices: the big challenges facing fundraisers.	
<b>A1</b> Scandal! — The Olive Cooke story: when fundraising collapsed.	<b>391</b>
<b>A2</b> Botton Village/ Camphill Village Trust: is this still the world's best fundraising case history?	<b>404</b>
<b>A3</b> Delivering delightful supporter experiences, consistently: why it matters.	<b>419</b>
<b>A4</b> The truth, told well: how your brilliant storytelling really can change the world.	<b>429</b>
<b>A5</b> Donor loyalty: the relationship fundraiser's new Holy Grail.	<b>438</b>
<b>A6</b> Promoting legacies: the ultimate opportunity for inspiration.	<b>445</b>
<b>A7</b> Giving is good for you and your donors: illuminating some surprising benefits.	<b>460</b>
<b>A8</b> The acceptable face of targets: showing donors the difference they make.	<b>470</b>
<b>A9</b> Communication and the English language: how we use the power of words.	<b>476</b>
<b>A10</b> Culture: doing the right thing about all the really big issues.	<b>481</b>
<b>A11</b> Finance, investment and false economies.	<b>497</b>
<b>A12</b> Giving everyone the same start: your first weeks as a fundraiser.	<b>509</b>
<b>A13</b> Fundraising and the rule of law: for real change, we need a new covenant.	<b>516</b>
<b>A14</b> Changing fundraising for good: the 6Ps, a blueprint for what's yet to come.	<b>523</b>
<b>A15</b> What's next, for campaigning fundraisers?	<b>539</b>
<b>Acknowledgments</b>	<b>546</b>
<b>Permissions</b>	<b>548</b>
<b>For your library</b>	<b>551</b>
<b>About the author</b>	<b>558</b>
<b>Index</b>	<b>559</b>



## About the author

Ken Burnett is an internationally recognised author, consultant and inspirational speaker on fundraising, marketing and communications for for-change organisations worldwide. He was UK director and director of fundraising and communications at ActionAid from 1977 to 1982, when he founded the influential Burnett Associates agency group, the first marketing and communications agency in Europe to specialise in working with campaigning social change organisations. In 2003, working with Alan Clayton, Ken was chairman of Alan's agency, Cascaid, then together they set up Clayton Burnett/Revolutionise.

Ken is author of several seminal books including *Relationship Fundraising*, *Friends for Life*, *The Zen of Fundraising*, *Tiny Essentials of an Effective Volunteer Board*, *Storytelling can change the world* and *The essence of Campaigning Fundraising in 52 exhibits and 199 weblinks*. In 2008 his first non-fundraising book, *The Field by the River* was published, an affectionate natural history of 2.4 hectares of ancient field and forest in Brittany, Northern France. Ken has served on several trustee boards for charities large and small – from 1998 to 2003 Ken was chairman of trustees of ActionAid International, from 2012 to 2018 he was also an independent trustee of the UK Disasters Emergency Committee. He is a former vice chair of the UK's Institute of Fundraising, was co-founder and a trustee of SOFII, the Showcase of Fundraising Innovation and Inspiration and a trustee of the World Land Trust. In 2016 Ken Burnett co-founded the Commission on the Donor Experience, with Giles Pegram CBE, which led to the largest ever mobilisation of volunteers in the UK's fundraising sector, to redefine fundraising best practice.

When not travelling or giving seminars Ken spends his time at home in rural Suffolk, where in addition to discovering a love for writing,

directing and acting in amateur village plays, he's now an enthusiastic fledgling potter. In 2021, with his partner Virginia, Ken walked all 800 kilometres of the *Camino Frances* in just 39 days, from St. Jean Pied de Port in Southern France to Santiago de Compostela in Galicia, Northern Spain. He still addresses the Haggis every Burns Night at his local pub, the Huntingfield Arms.

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Curtain call for the cast of *Mildred: the power of a dream*. As well as writing and directing, Ken played the misogynistic and blinkered Bishop of Norwich, who eventually gets to see the light. Photo: Edward Watson

