

# 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.

Website and blog, [www.kenburnett.com](http://www.kenburnett.com)

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



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## FOR YOUR LIBRARY

# Storytelling Can Change the World

*By Ken Burnett, 272 pages, \$40.00*

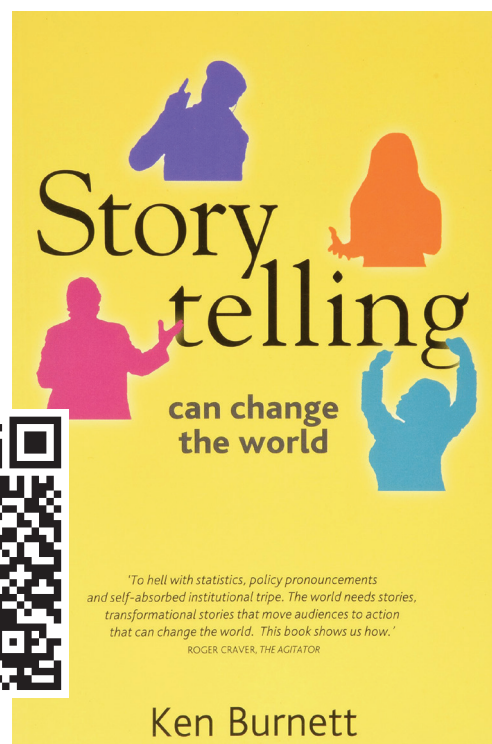
Persuading others effortlessly, painlessly and willingly to do something that otherwise, most likely, they would not is the most valuable asset for anyone working in any number of professional and technical business areas.

We do that best by telling them stories. How to do transformational storytelling is explained here.

Why transformational storytelling works so well is not in doubt. Receptiveness to stories is hard-wired into our DNA. Stories engage us easily, draw us in naturally, excite our curiosity, pique our interests and lead us to the satisfying conclusion that we can do something now, to make a difference. So for any kind of aspiring communicator or influencer, storytelling is the one skill they need more than any other. If you seek to understand and access any human emotion, study stories.

In the modern world of massive information overload stories get through where woggles of bump and formal reports, however filled with information, won't. Endlessly versatile and satisfying, stories stick where whatever's picked up from sitting through lessons and lectures quickly fades. Stories are how people learn.

Transformational stories have an extra dimension—the power to move people to action, to make a difference, to make change.





## The Zen of Fundraising: 89 Timeless Ideas to Strengthen and Develop Your Donor Relationships

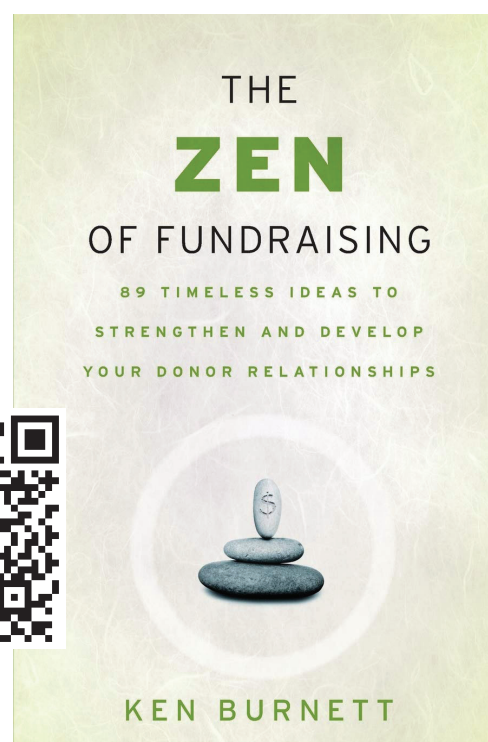
By Ken Burnett, 176 pages, \$39.00

If all that has ever been said and written about the art and science of fundraising could be distilled down to just what really matters—what fundraisers everywhere need to know—there would be only a small number of true gems deserving of the description, “nuggets of information”.

Ken Burnett, author of the classic *Relationship Fundraising*, has identified and defined 89 such nuggets for his new book *The Zen of Fundraising*, a fun read, one-of-a-kind look into what makes donors tick and—more importantly—what makes them give.

Nearly three decades as a leading international fundraiser have taught Ken what donors want and how fundraisers can best deliver it. To achieve their true potential fundraisers now have to really understand their donors and their causes, to communicate more effectively, to engage, involve and inspire their donors more consistently, to be extraordinarily good to do business with, to play smart and keep themselves and their colleagues motivated as they do it.

In short, fundraisers have to ensure their thinking is right so they can get all their important messages spot on, appreciated, remembered and acted upon. This book will show fundraisers how to do all that and enjoy their work too, while they make the world a better place.



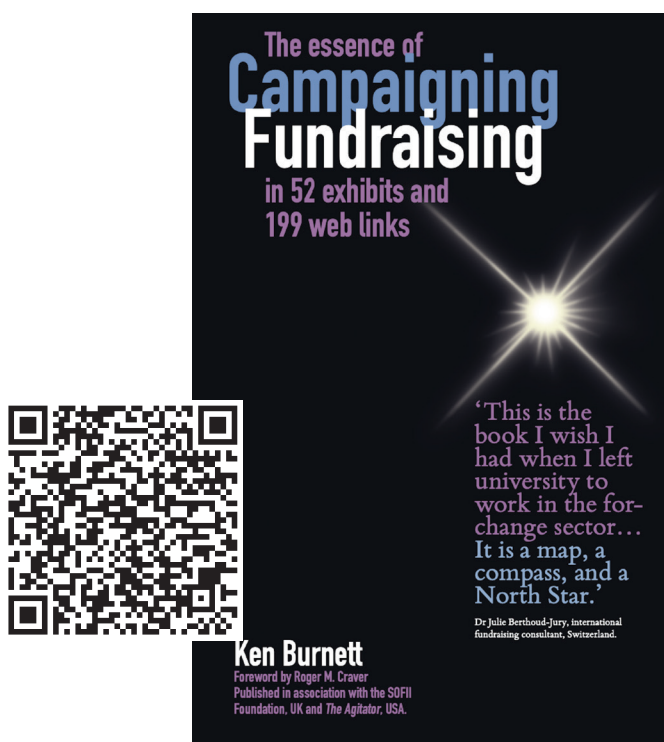
## The essence of Campaigning Fundraising in 52 exhibits and 199 web links

*By Ken Burnett, 208 pages, \$57.00*

What do you mean, campaigning fundraising?

Fundraising above all is about the change charities and their supporters want to see in this world. So, in referring to this activity merely as fundraising we made a basic big mistake, a mistake we've paid dearly for and are still paying for, so should rectify once and for all... People don't give for things to remain as they are—they give to see change, always. So campaigning fundraising it has to be.

This book describes in detail campaigning fundraising as it should be, how it should be structured, implemented and explained so that our publics, particularly donors and fundraisers themselves, see it as the positive, transformational force for change and good that it surely can be, and as the best career going for any creative, committed individual who really wants to make a difference, to change the world.



## Tiny Essentials of an Effective Volunteer Board

*By Ken Burnett, 83 pages, \$24.00*

When Warren Maxwell suddenly finds himself propelled into accepting the chair of the medium-sized voluntary organization on whose board he serves, he has to think and act fast. How can he stop his board from sinking into irrelevance? How can he ensure that his board becomes a beacon of best behaviour, a paragon of all that's excellent in nonprofit governance?

Warren decides there's only one way and that's to uncover and learn as quickly as possible what it takes to build a volunteer board that's truly effective. Join Warren on his brief yet enlightening quest as he sets out to expose the shortcomings of too strong and too weak boards and so reveals the secrets of what makes an inspiring, balanced and highly effective volunteer board.

For most voluntary organizations identifying, recruiting and developing a truly effective board remains a wonderful but usually distant and elusive dream. This small book has been written for all board members and nonprofit staff whose job it is to deal with 'the board'. Its purpose is to help any board to do its important job better.



## Friends for Life: Relationship Fundraising in Practice

By Ken Burnett, 599 pages, \$32.00

Amid the widespread acclaim that greeted the 1992 publication of Ken Burnett's *Relationship Fundraising* was one persistent qualified comment—does it work?

This sequel provides the answer through 16 detailed and informative case histories and seven chapters of new and additional explanation and illustration. It is packed with usable and practical advice and examples that will enable anyone concerned with donor development to put relationship fundraising into practice effectively.

In *Friends for Life* fundraisers from Canada, the USA, and United Kingdom tell their own stories of how they are putting relationship fundraising into practice. Will it help raise more money? Their voices add to a groundswell of evidence that says it will.

### Review for *Friends for Life: Relationship Fundraising in Practice*

"If like me and thousands of fundraisers around the world you thought *Relationship Fundraising* heralded a greater understanding of what fundraising is all about, be prepared. Unlike most sequels, *Friends for Life* is better."

– Stephen Lee, former director,  
The Institute of Fundraising, UK.



## Donors for Life: a practitioner's guide to relationship fundraising

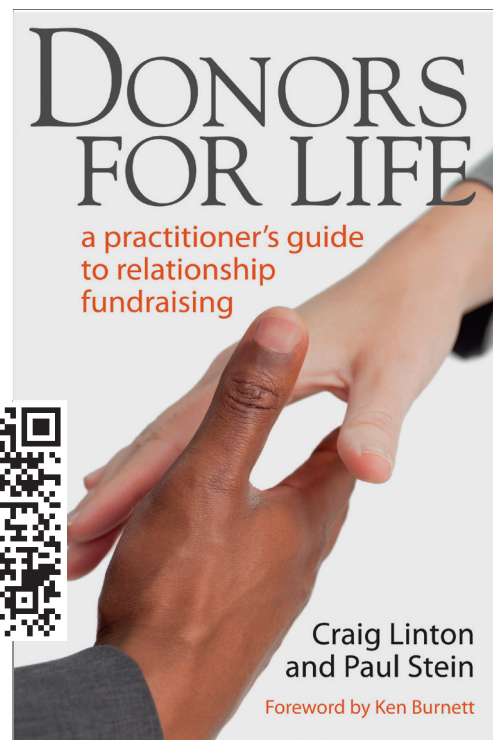
*By Craig Linton and Paul Stein, 370 pages, \$46.00*

It's a great theory, but how does it work in practice?

In this defining new book two experienced fundraising directors tell all, sharing tips, pitfalls, ideas and inspiration on every page. Through 20 packed chapters Paul and Craig explain the theory too, shining bright light on what commitment to a relationship fundraising approach means for fundraising colleagues, other staff, volunteers, trustees, donors and your charity's bottom line—your ability to deliver on its mission.

Chapter topics include:

- Fundraising and nonprofits in the twenty-first century
- Relationship fundraising: what it is
- Why people give and the importance of emotion
- Developing a relationship fundraising strategy
- Creating a culture of relationship fundraising
- Recruiting your donors
- The seven elements of successful donor recruitment
- The seven elements in action: four outstanding donor recruitment campaigns



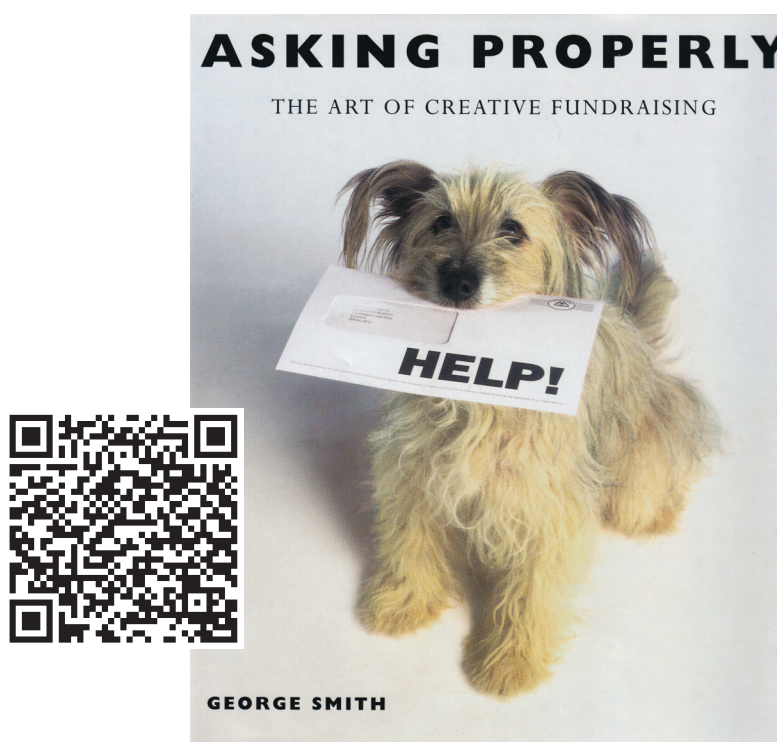
## Asking Properly: The art of creative fundraising

*By George Smith, 220 pages, \$32.00*

George Smith tears open the conventional wisdom of fundraising creativity. *Asking Properly* is that rare thing—a book that changes the rules of an apparently established trade.

Irreverent, funny, savagely critical and genuinely inspiring—often on the same page—this is perhaps the most authoritative book ever written about the creative aspects of fundraising and is likely to remain a key text for years to come. The author offers a profound analysis of donor motivation and criticises the extent to which charities take their supporters for granted. But it is no mere commentary on current practice—it offers a comprehensive checklist on how to optimise the creative presentation of the fundraising message. The whole gallery of creativity and media is surveyed and assessed, with hundreds of examples of fundraising campaigns from around the world illustrating the need to ‘ask properly’.

*Asking Properly* is provocative, refreshing and, above all, highly instructive. Read it, apply its lessons and it will enable you to raise more money, more happily. Only George Smith could have written this. We should all be glad that he has.







## 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

