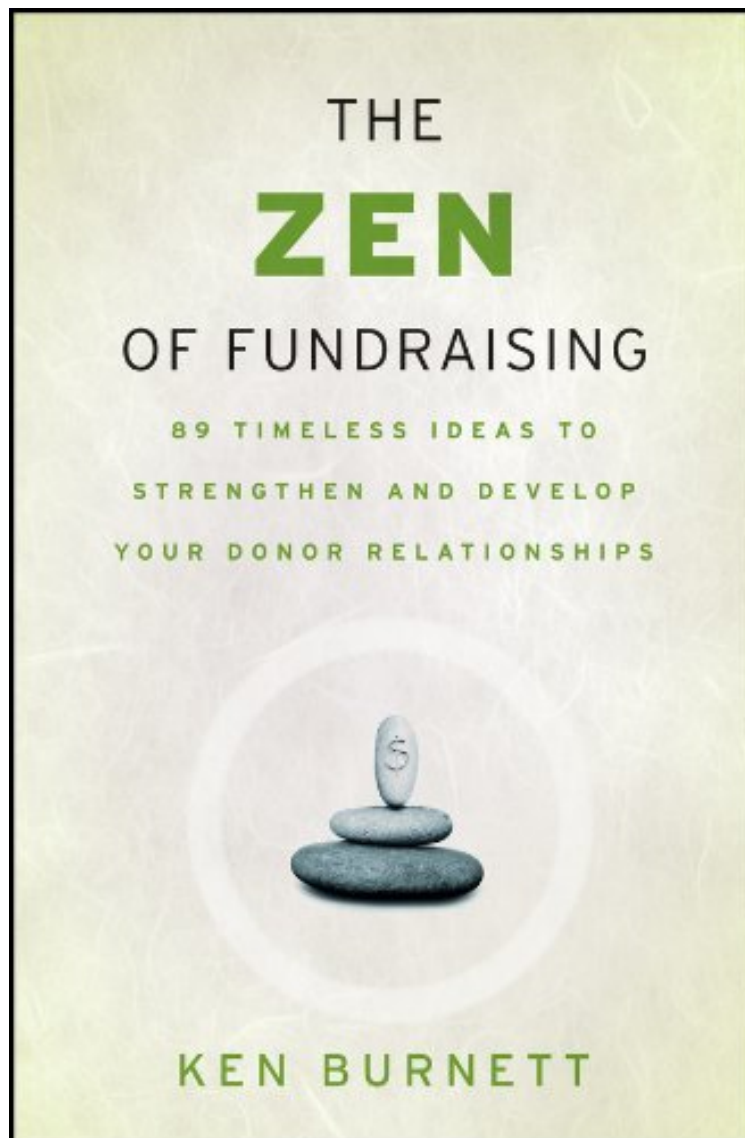


[Library ebook] The Zen of Fundraising: 89 Timeless Ideas to Strengthen and Develop Your Donor Relationships

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

Ken Burnett

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Ken Burnett : The Zen of Fundraising: 89 Timeless Ideas to Strengthen and Develop Your Donor Relationships before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Zen of Fundraising: 89 Timeless Ideas to Strengthen and Develop Your Donor Relationships:

9 of 10 people found the following review helpful. Most of what you need to know to raise funds By J. Lewis Ken Burnett has been a friend since I was given the privilege of introducing him at the PBS Development Conference years

ago. He wrote the book on donor relationships --Relationship Fundraising: A Donor Based Approach to the Business of Raising Money and here he's written the book on gift stewardship. With all due respect to my many other published friends in the fundraising arena, if you have this book, Jim Greenfield's Fundraising Fundamentals: A Guide to Annual Giving for Professionals and Volunteers, and Kay Sprinkel Grace's Beyond Fundraising: New Strategies for Nonprofit Innovation and Investment, 2nd Edition, there's not much more you need to know. Ken's book is an easy, breeze read--the whole message is delivered in less than 160 pages. But there's a depth of wisdom and experience here that belies the size. A great handbook from a terrific fundraiser. 1 of 1 people found the following review helpful. Easy to read a few pages and come away with ...By Matthew Kirchhoff If you can read only 1 book read this one. Common sense "truths" gleaned from a lifetime of successful fundraising. Not zen-like or mystical. But practical down to earth advice. Easy to read a few pages and come away with something. If it wasn't so good, I'd balk at the price. 1 of 1 people found the following review helpful. Great intro to Fundraising Basics By pbrown I read this book because I was under consideration for a position with a non-profit after years in the banking field. It was a great read filled with useful short insights and was extremely helpful in preparing for multiple interviews. The writer is clearly an expert fundraiser, but he is also a great writer with a quirky sense of humor I found very enjoyable. It's the kind of book that you can reference for quick ideas and insights over a long period of time, regardless of your experience level. I will be seeking out more books from this author.

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." Leading international fundraiser Ken Burnett, author of the classic Relationship Fundraising, has identified and defined 89 such nuggets which he presents here as The Zen of Fundraising, a fun read, one-of-a-kind look into what makes donors tick and--more importantly--what makes them give.

"Ken Burnett knows what donors want and how fundraisers can provide it. The Zen of Fundraising illustrates simple yet hard-earned lessons through which fundraisers can engage their donors as real partners, raising more money than ever. But to succeed, fundraisers need to aspire to greater levels of communication and donor engagement. This book shows us how" --Chuck Longfield, founder and CEO, Target Software Inc, Cambridge, Massachusetts "The refreshingly brief principles provide inspiration and learning to anyone striving for exceptional fundraising practice." --Nicci Dent, director of fundraising, Meacute;decins Sans Frontiegrave;res/Doctors Without Borders, Sydney, Australia "A gentle blend of humour, personal experiences and practical examples (but underpinned by pure steel), this book makes the most compelling case yet for thinking seriously about donor relationships." --Adrian Sargeant, professor of nonprofit marketing and fundraising, Bristol Business School, UK, Adjunct Professor of Philanthropy, Indiana University Center on Philanthropy From the Back Cover 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." Leading international fundraiser Ken Burnett, author of the classic Relationship Fundraising, has identified and defined 89 such nuggets that he presents here as The Zen of Fundraising--a fun-to-read, one-of-a-kind look into what makes donors tick and, more importantly, what makes them give. "Ken Burnett knows what donors want and how fundraisers can provide it. The Zen of Fundraising illustrates simple yet hard-earned lessons through which fundraisers can engage their donors as real partners, raising more money than ever. But to succeed, fundraisers need to aspire to greater levels of communication and donor engagement. This book shows us how." --Chuck Longfield, founder and CEO, Target Software Inc., Cambridge, Massachusetts "The refreshingly brief principles provide inspiration and learning to anyone striving for exceptional fundraising practice." --Nicci Dent, director of fundraising, Meacute;decins Sans Frontiegrave;res/Doctors Without Borders, Sydney, Australia "A gentle blend of humour, personal experiences and practical examples (but underpinned by pure steel), this book makes the most compelling case yet for thinking seriously about donor relationships." --Adrian Sargeant, professor of nonprofit marketing and fundraising, Bristol Business School, UK, and adjunct professor of philanthropy, Indiana University Center on Philanthropy About the Author Ken Burnett is an international fundraising, marketing, and communications specialist. He is author of six other books and writes regularly for magazines, newspapers, and journals on both sides of the Atlantic on issues concerning international development, fundraising, and nonprofit governance.