

THE DONOR-CENTERED BOARD

...how your Board can become a fundraising powerhouse

PENELOPE BURK



Leadership
Volunteers and
Donors: A Natural
Fit

Page 2

The Donor-
Centered Board:
Leading Not-for-
Profits in
Changing Times

Page 3

About
Penelope Burk
*Author, trainer, and
President of Cygnus
Applied Research,*

Page 5

Leadership Volunteers and Donors: A Natural Fit

According to donors, Leadership Volunteers can persuade them to give and give more generously than they could have ever imagined. This is especially so for volunteers who serve on Boards of Directors. Yet, most Board members don't realize they have that influence; nor do they know how to leverage it to help their not-for-profits raise more money. While four out of five Leadership Volunteers acknowledge their responsibility for raising money, the majority lacks the necessary confidence to do a good job.

The Donor-Centered Board is a practical remedy for Boards of Directors that are under-engaged in fundraising or focusing their time and energy in less productive directions. Led by renowned author and trainer, Penelope Burk, this interactive forum demonstrates how any Board or individual member can have a profound impact on the bottom line by engaging in activities that are both appealing and rewarding. *The Donor-Centered Board* builds confidence among the team while demonstrating how the Board, CEO and Development staff are all essential to fundraising success -- but in different ways.

"I've attended a number of educational conferences many of which repeated the same information. The material presented here was quite different; very practical, remarkable, useful and energized my whole team. This unique session will help bring our fundraising program more deeply into alignment with our institutional values."

- Diana Lee Hoeman
VP for College Advancement and Executive
Director of the Evergreen State College
Foundation, WA





The Donor-Centered Board: Leading Not-for-Profits in Changing Times

Boards are vital to fundraising, but fundraising is just one of their many responsibilities. *The Donor-Centered Board* features tested strategies that capitalize on Leadership Volunteers' influence with donors while respecting the fact that their time is limited. Based on over ten years of research with thousands of donors, *The Donor-Centered Board* helps volunteers raise more money by following donors' simple but highly effective recommendations.

The major decisions Boards make concerning fundraising can launch not-for-profits into a whole new level of success or seriously restrict revenue growth. With so much at stake, your Board needs to know what your donors want and what works and doesn't work in fundraising today. And, they need to know how to quickly and easily assess whether their not-for-profits are heading in the right direction. *The Donor-Centered Board* equips Leadership Volunteers with a simple and practical way to evaluate their own and their organizations' progress so that they can lead their not-for-profits to greater heights.

About Penelope Burk

Author, trainer, and President of Cygnus Applied Research, Inc.

Penelope Burk has over forty years of experience in not-for-profit management, fundraising, and research. A native of Montreal, Canada, Penelope began her professional career in market research, public relations and fundraising, becoming known as a “turn-around specialist” who advocated innovative solutions to improve revenue and institutional performance.

Penelope and her company, Cygnus Applied Research, Inc., are known for their leading-edge research with donors and their skill in helping clients adapt their fundraising operations to be more in line with changing donor needs and preferences. Penelope’s innovative work, her advocacy for donors, and her passion for the philanthropic spirit led, in 2003, to the publication of her second book, *Donor-Centered Fundraising*. This best-selling text established her as the industry's foremost authority on fundraising research, training and strategic planning based on the principles of Donor-Centered Fundraising. The book is the only statistically based research ever published on the effect of meaningful communication on donor retention and gift value.

In 2013, Penelope published *Donor-Centered Leadership*, which focuses on making more money by building and sustaining a high performance staff/volunteer team in fundraising. Informed by five years of research with 12,000 professional fundraisers, CEOs, Board members and Donors, *Donor-Centered Leadership* tackles one of the most frustrating and costly problems in fundraising (and in business) today -- the high turnover rate of staff. The book has been hailed as "timely, transformational and totally essential".

Today, Penelope Burk is a highly sought-after presenter and researcher whose training sessions and forums are widely acclaimed as unique, engaging and among the most effective in the third sector. In addition to three books and a series of national research studies on donor behavior, she is also the author of more than sixty seminars, training programs, and dramatic plays, all written specifically for not-for-profit organizations.

For Further Information on Content, Fees, and Availability

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