

## DONOR-CENTERED IN A DAY

Donor-Centered Fundraising is a breakthrough strategy that enhances donor loyalty and inspires more generous gifts. Based on seven years of research and testing with hundreds of charities and donors, Donor-Centered Fundraising is the only statistically-supported fundraising philosophy that brings donors and charities together to achieve measurable, long-term results.

Supported by new additional research from over 20,000 charitable supporters on how they are changing their giving habits and preferences, **Donor-Centered in a Day** challenges the not for profit industry to more effectively respond to donors needs or suffer the financial consequences. It explains how to provide more accessible and powerful information that genuinely motivate future contributions, and addresses the question of how to interact with supporters who are becoming more questioning of charities and harder to reach.

**Donor-Centered in a Day** is a pragmatic, interactive and forward-thinking seminar designed to help decision-making staff and volunteers capitalize on these new market trends. Whether speaking to leadership volunteers, management, fundraisers, marketers or programs staff, Penelope helps everyone understand that being donor-centered isn't just about fundraisers. Then, in a succinct and compelling manner it answers the age-old question, "What do donors want?", then articulates a practical strategy that satisfies donors' needs.

## AGENDA HIGHLIGHTS

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### Morning Session: The Current Fundraising Environment and the move to a Donor-Centered Philosophy

#### WHAT IS DONOR-CENTERED FUNDRAISING

Donor-Centered fundraising defined, with key findings from recent research studies on donor communication and recognition.

#### ARE YOUR FUNDRAISING PROGRAMS SAFE?

How changing donor preferences are presenting new and creative opportunities for fundraising programs like direct mail, online giving and fundraising events.

#### THE POTENTIAL AND THE OBSTACLES

How current fundraising beliefs and practices inhibit philanthropy and drive donors away, and what donors are really looking for and what they'll do if they get it.

#### THE IMPACT OF BOARDS AND LEADERSHIP

The critical role boards and leadership play become Donor-Centered and raising significantly more money without ever having to make an ask.

#### TRUST LEADERSHIP & FLEXIBILITY

The three critical elements of successful fundraising in a changing world and how to showcase them for donors.

### Afternoon Session: Making Donor-Centered Fundraising Work

#### SILOS ARE FOR FARMERS, NOT FUNDRAISERS

Creating a Donor-Centered environment in your Development Department.

#### DONORS ON THE MOVE

How donors are changing how they give, and why a Donor-Centered approach is your competitive advantage?

#### SELLING YOURSELF

Why selling your brand only works once and how measurable results and news trump all other communications? How to talk to your CEO and Board about restricted vs. unrestricted giving.

### **COMMUNICATION CHALLENGES**

Why donors are drowning in a sea of information and how you can persuade your colleagues to reduce their communications to your donors; how to edit without losing your story's appeal; finding a satisfying balance between intellectual and emotional copy.

### **REAL-LIFE EXAMPLES THAT TURN RESEARCH INTO PROFIT**

Fundraising-specific case studies on donor acknowledgement, print and electronic communication, and the challenging issue of gaining staff and management support for new ideas.

## **PENELOPE BURK - biography**

*Author, trainer, presenter 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 advocates 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 reflect donors’ changing 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".

Penelope authors the industry-acclaimed Cygnus Donor Survey that investigates how donors are changing the ways in which they give and how fundraisers can raise more money in a rapidly changing marketplace.

Penelope Burk is a highly sought after educator and public speaker whose training sessions and forums are widely acclaimed as unique, engaging and among the most effective in the third sector. She has written more than sixty seminars, training programs and dramatic plays, all written specifically for not---for---profit organizations.

## ABOUT CYGNUS APPLIED RESEARCH, INC.

Founded by Penelope Burk, Cygnus Applied Research, Inc. is an international firm of senior fundraising consultants providing strategic advice and research services to the not-for-profit sector. With offices in the US, UK and Canada, Cygnus is recognized as the innovator of one of the most important modern-day fundraising philosophies, Donor-Centered Fundraising, and for leading-edge research that has transformed stewardship, donor relations and fundraising management.

Cygnus boasts two decades of uncompromising service to some of the most recognizable organizations around the world, led by an international team of senior consultants providing expertise in fundraising, marketing, planning, communication and leadership.

Cygnus Applied Research is an acknowledged expert on donor research and fundraising/stewardship strategy, and our staff frequently headline national, international and regional industry conferences.

## **FEES & DISBURSEMENTS**

Presentation fees are determined by the length of training sessions and include all session preparation and planning meetings with the host organization where appropriate.

Presentation lengths and can be adjusted to suit the needs and schedule of the host organization and breaks between presentations are allowed (and encouraged!) without effecting cost.

The only disbursements charged by Cygnus are for air transportation to and from the presentation and hotel accommodation if required.

## **BOOKING AND ADDITIONAL INFORMATION**

For further information, questions regarding content of the presentation or to confirm a date please contact:

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