



## Penelope Burk – Donor-Centered Leadership Introductions

Penelope Burk's contributions to the fundraising industry can be best summed up as a long list of "firsts" including...being the first fundraising author to back up her ideas and solutions with evidence from donors; the first to bring the problem of Donor Attrition to the attention of the fundraising industry; and the first to offer an evidence-based formula – Donor-Centered Fundraising -- for keeping donors giving longer and inspiring them to make more generous gifts.

While she is best known for her research with donors, she has also conducted years of equally fascinating research with fundraisers, zeroing in on the high rate of turnover in our profession.

Penelope is here today to share some of her most interesting and thought-provoking findings, such as why fundraisers leave, what it will take to keep them loyal, and how to manage a vibrant fundraising team that raises more money while still leaving the office at 5:00!

Penelope is the author of two fundraising classics, *Donor-Centered Fundraising* and *Donor-Centered Leadership*, which she is speaking about today. She has also written and presented more than fifty keynote addresses, seminars and dramatic plays.

Ladies and gentlemen...Penelope Burk.