



Penelope Burk – Short Bio

Penelope Burk is one of the foremost authorities on fundraising and among the best known educators in her field. She has an uncanny ability to articulate what donors want and backs that up with solid and compelling research. At the same time, her disarming style makes fundraisers want to rise to the challenge of bringing fundraising practice in line with donors' modern-day sensibilities.

Penelope and Cygnus Applied Research, Inc., are known for their leading-edge research with donors and their evidence-based solutions for raising money in the twenty-first century. Her revolutionary, best-selling book, *Donor-Centered Fundraising*, remains the only statistically-based philosophy ever published on the effect of meaningful communication on donor retention and gift value.