

DONOR-CENTERED IN CHANGING TIMES

...how to use donor trends and changing technologies to make more profit

In a rapidly evolving world, fundraising cannot shield itself from change. But making the right choices when resources are limited and competition is fierce is the challenge that every Development Office faces. Luckily, today's donors are much more specific about what it will take to win their support and inspire them to give more generously. The job of Development Professionals, then, is to recognize which things are worth investing in and what skills and resources are needed to increase fundraising profit.

In *Donor-Centered in Changing Times*, Penelope connects her latest research findings to her breakthrough fundraising philosophy — Donor-Centered Fundraising. She unfolds an evidence-based argument for understanding what donors want from their philanthropic relationships today, what that means for your bottom line, and how to apply a Donor-Centered Fundraising approach in an ever-evolving environment. Penelope shares the answer to fundraisers' ultimate question: What would unleash donors' giving at a whole new level? Hear what her research reveals about the very different motivations of young, middle age and older donors and learn how to adjust acknowledgment, communication and recognition strategies to meet each generation's unique needs.