



Relationship Fundraising: A Donor-Based Approach to the Business of Raising Money

Ken Burnett

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Internationally acclaimed fundraising consultant Ken Burnett has completely revised and updated his classic book *Relationship Fundraising* to offer fundraising professionals an invaluable resource for learning the techniques of effective communication with donors in the twenty-first century. Filled with illustrative case histories, donor profiles, and more than two hundred action points, this groundbreaking book shows fundraisers how to

- Implement creative approaches to relationship-building fundraising
- Avoid common fundraising errors and pitfalls
- Apply the vital ingredients for fundraising success
- Build good relationships through marketing
- Achieve a greater understanding of their donors
- Communicate effectively with donors--using direct mail, the press, television, the telephone, face-to-face contact, and more.
- Prepare for the challenges of twenty-first century fundraising

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