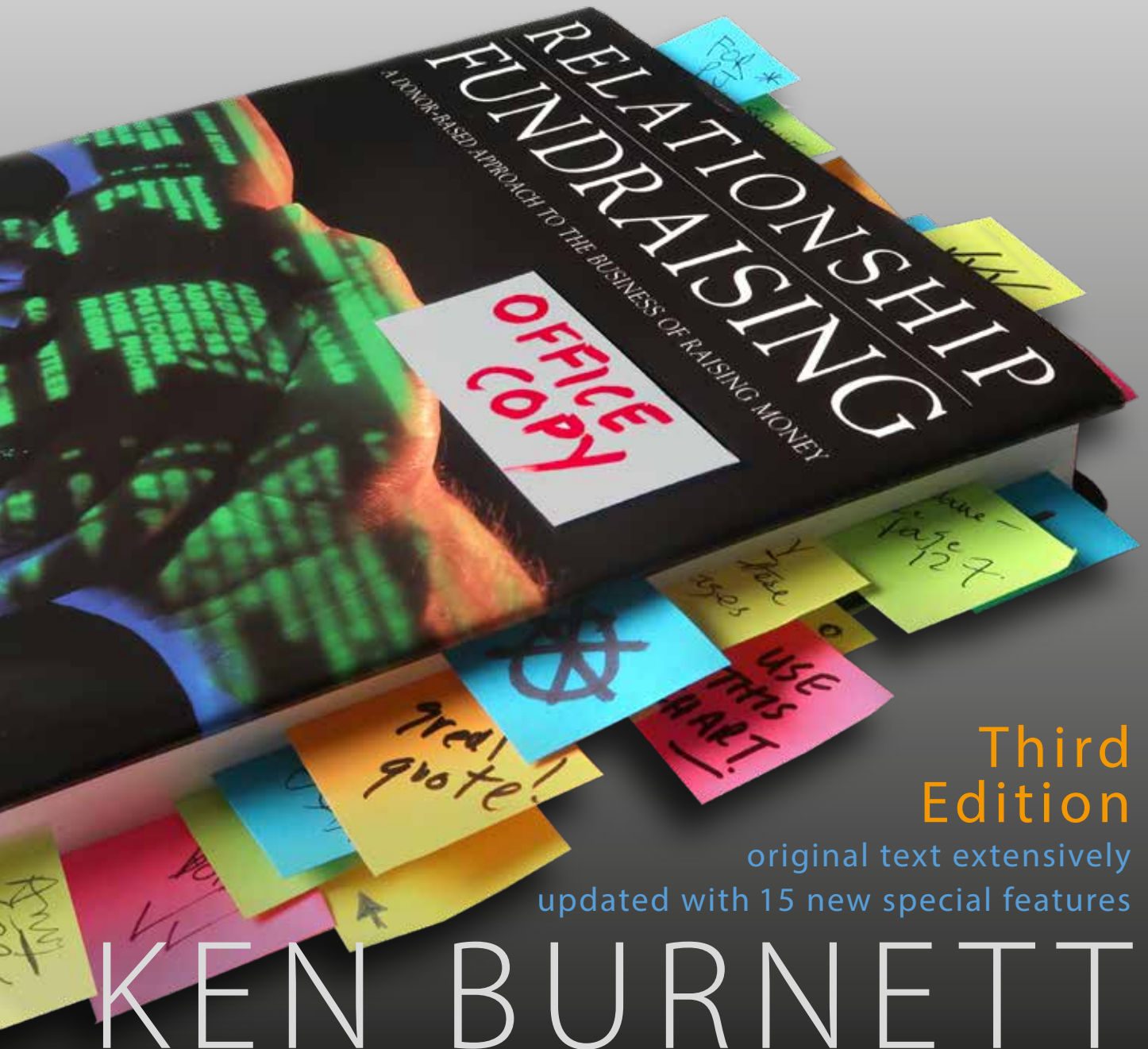


RELATIONSHIP FUNDRAISING

A DONOR-BASED APPROACH TO THE BUSINESS OF RAISING MONEY



Third
Edition

original text extensively
updated with 15 new special features

KEN BURNETT

FOREWORD BY PROFESSOR ADRIAN SARGEANT



Despite its worldwide best-seller status through more than three decades, previous editions of **Relationship Fundraising** haven't yet succeeded in their most basic aim. Fundraisers everywhere talk the relationship

talk, yet the donor experience still too often remains grim, with most charity supporters seeing few changes in what they receive from their favourite causes, far less the many essential improvements those prior editions predicted. In its 32 years

Relationship Fundraising has encouraged countless advances in how fundraisers discuss and approach their work, yet just a few short years ago donors in the UK were not only being subjected routinely to inappropriate and aggressive fundraising methods, they were being massively turned off by them. This book aims to change that.

This reworking of a timeless classic explains what's gone wrong and what still needs to be done to fix it. Expanded by 15 chapters of new content, this third edition of **Relationship Fundraising** not only brings the text up to date, it sets out a road map for the changes fundraisers should make, now, so that campaigning fundraising can achieve its full potential for good in the 2020s and beyond.

Ken Burnett uses words to provoke change, challenging, stimulating, informing and inspiring to help organisations and their supporters make the differences they want to see, to change the world for the better. This time, in addition to encouraging continuous advances in the donor-based approach to the business of raising money, this book will catalyse lasting change, in the process enriching the lives of fundraisers, their donors and the people, issues and causes that together they transform, around the world.

'THE most influential, well written and beautifully warm text in fundraising.'

PROFESSOR ADRIAN SARGEANT, THE INSTITUTE FOR SUSTAINABLE PHILANTHROPY, UK.

'World book day; Harry Brown handed this book to me 19 years ago and said: this is all you need. He was right! Thank you @kenburnett1.'

JO BALLANTINE, A FUNDRAISER, UK, WRITING ON TWITTER.

'I still remember reading Ken's book a year after it was first published. In fact, it was practically engulfed in a single sitting by virtue of starting on a long flight from London to Chicago. (I simply could not put it down!).'

JAY LOVE, CO-FOUNDER, BLOOMERANG AND E-TAPESTRY, USA.

'Equal parts how-to guide, essential primer for new fundraisers, heartfelt pep talk and refresher course for old veterans, may the knowledge and insight that awaits in Relationship Fundraising help you, and your supporters, to change the world.'

LISA SARGENT, AWARD-WINNING FUNDRAISING COPYWRITER, USA.

