

DONOR-CENTERED FUNDRAISING

Presented by:

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Donor-Centered Fundraising is the breakthrough concept in fundraising and communication that halts donor attrition while setting a new standard for fundraising success. Based on over 7 years of research with hundreds of charities and donors from across North America, the findings have produced critically important information for charities and fundraisers about why donors stop giving or give less than they could and how retention and average gift value can be dramatically improved.

This Session Covers...

- Donor-Centred Fundraising: a definition.
- The fundraising gap: the growing divide between donors' ability and willingness to give and current fundraising performance.
- Attrition: the most serious problem in fundraising today and how donor-centered fundraising can bring it under control.
- Key findings from the research studies on donor communication and recognition.
- How a donor-centered approach can move donors very quickly from introductory-level gifts to higher giving programs.
- Why even incremental improvements in donor retention will have a significant effect on your long-term fundraising performance.
- Pins, plaques and premiums: is there a place for recognition gifts in philanthropy?
- Measurable results: how to communicate this vital information.

Learning Outcomes

1. understanding the seriousness of donor attrition (the loss of donors), and how it relates directly to fundraising under-performance and an abnormally high cost of raising money.
2. understanding that donor attrition is caused by modern-day fundraising practices; charities' focus on money and quantity of donors at the expense of developing meaningful relationships with donors is at the root of the problem.
3. understanding that the solution to the problem of donor attrition and low level gift averages is entirely within the control of charities and their fundraising personnel. A "donor-centred" approach to fundraising, which is fundraising redesigned on a customer service model, can raise much more money while retaining donors longer.