



# DEVELOPMENT DAY CHICAGO

Friday, September 14, 2018  
Renaissance Chicago Downtown



## WHERE PHILANTHROPY IS HEADED ... HOW TO CAPITALIZE ON DONORS' STRATEGIC AND INDEPENDENT APPROACH TO GIVING

Donors are the biggest disruptive force in fundraising today. Decisive and ambitious, donors have much more money to give but they're only willing to release it on their terms. So, what does that mean for fundraisers? How can Development professionals remain relevant in a giving world that is rapidly changing?

In this keynote address, Penelope sets the stage for Development Day by drawing from her 2018 research with 12,000 donors. In *Where Philanthropy Is Headed*, Penelope references the very different giving patterns and communications preferences of young, middle age and older donors, how they are researching causes before giving, and which donors admit to holding their philanthropy back. Penelope presents a compelling, evidence-based case that challenges fundraisers to work differently to help donors maximize their philanthropy and to ensure a more fulfilling career for themselves.

### KEYNOTE SPEAKER:

**Penelope Burk**



### Penelope Burk

June 14, 2003 was the day that Penelope Burk's first and now famous book, *Donor-Centered Fundraising* was published. That is also the day when fundraising in this country began to change.

Penelope's contributions to the fundraising industry can be best summed up as a long list of "firsts":

- She was the first fundraising author to back up her ideas and solutions with evidence from donors
- The first to bring the problem of Donor Attrition to the attention of the fundraising industry, pointing out how much money not-for-profits were losing by failing to hold onto their donors
- The first to offer an evidence-based formula for keeping donors giving longer and inspiring them to make more generous contributions
- The first to document what leadership volunteers do best and how they can raise more money for their organizations by saying thank you the donor-centered way
- the first to document the real impact of the high rate of turnover among professional fundraisers and the first to bring innovative solutions to the table to keep fundraisers loyal, raising more money, and still leaving the office at 5 o'clock!

Penelope Burk understands donors and what they want more deeply than just about anyone in the business. In the last fifteen years, she and her innovative firm, Cygnus Applied Research, Inc., have conducted surveys and research studies with more than a quarter million American donors. She has reached back into their lives to find out about the first time they gave, what motivates their philanthropy now, what their greatest and most frustrating experiences in giving are, and what their dreams are for their philanthropic future.

Penelope is here today to share some of her amazing research findings and stories with us. Ladies and gentlemen...Penelope Burk.