

Biography

Training

Publications

Where is Penelope?

## PENELOPE BURK



### **Penelope Burk, President**

In 2000, Penelope introduced the fundraising industry to the concept of donor-centered fundraising, marking a moment of change for fundraising and the beginning of the donor-centered revolution. She is now the industry's foremost authority on fundraising research, training and strategic planning based on donor-centered principles. Penelope is a fundraising futurist and iconoclast, advocating innovative approaches to raising money while challenging long-standing but ineffective beliefs that limit success.

The author of two best-selling books, and more than fifty articles, plays and seminars on fundraising, marketing, stewardship and not for profit management, Penelope is also a compelling and entertaining speaker.

- > [Participate in Penelope's next research project on Staff Turnover](#)
- > [Learn more about Penelope coming to speak at your organization](#)
- > [Read some of Penelope's recent articles](#)

## WHERE IS PENELOPE?

