

# ABOUT THE CONTRIBUTORS

## **Tom Ahern**

Tom came late to donor communications, after a distinguished, award-winning career in marketing and journalism. He volunteered for his first non-profit jobs, read more than 150 books on fundraising matters, and eventually emerged as a leading authority on donor newsletters, bequest marketing, direct mail appeals, and case statements.

*The Agitator*, an influential blog, dubbed Tom a “donor communications guru” in 2011. Each year, Tom delivers dozens of workshops internationally before thousands of fundraisers on the techniques of (and psychology behind) effective fundraising communications. He has authored four well-received how-to books on donor communications, with a fifth underway.

He works with dozens of non-profits each year. In 2011 Tom’s clients included international brand names (Catholic Relief Services, Save the Children), major universities (Princeton, University of Calgary), some of America’s oldest and biggest charities (Boy Scouts, Volunteers of America), top-tier performance groups (Houston Grand Opera), leading community foundations (New York Community Trust), national advocacy (National Parks Conservation Association, 350,000 members strong), as well as many smaller non-profits.

He has a BA and MA in English from Brown University and a Certificate in Advertising Art from the R.I. School of Design. He and his wife, Simone Joyaux, maintain a second home and writing hideaway in France.

Connect with Tom at <http://www.aherncomm.com>

## **Ken Burnett**

Ken is an author, lecturer and consultant on fundraising, marketing and communications for non-profit organizations worldwide. In 1982 he founded the influential Burnett Associates agency, which for two decades produced some of the most original, donor-focused and effective communications campaigns to be found anywhere. In the recent past he has worked closely with several communications and marketing agencies in the UK, Australia, North America and India.

Ken is a partner in the transformational development consultancy Clayton Burnett Limited, a director of specialist publishers The White Lion Press Limited and is currently working with fundraisers worldwide to build and develop SOFII, the Showcase of Fundraising Innovation and Inspiration ([www.sofii.org](http://www.sofii.org)).

Ken has served on several non-profit boards including 13 years with the international anti-poverty NGO ActionAid, where he met Noerine Kaleeba. Ken was chairman of ActionAid from 1998 to 2003 and stepped down as independent trustee of ActionAid International, of which he is a founding board member, in 2009. Ken is a former vice chair of The UK's Institute of Fundraising and former trustee of both BookAid International and the International Fund Raising Group (now The Resource Alliance). Ken is a fellow of the Institute of Fundraising in the UK and an honorary fellow of the UK's Institute of Direct Marketing.

A regular writer for websites, magazines and newspapers on both sides of the Atlantic, Ken is author of the worldwide best seller *Relationship Fundraising*, its sequel *Friends for Life*, plus *How to Produce Inspiring Annual Reports*, *Tiny Essentials of an Effective Volunteer Board* and *The Zen of Fundraising*. All of his books and most articles can be found on the *White Lion Press* website. Ken's first non-fundraising book, *The Field by the River*, was published by Portico books, an imprint of Anova, in hardback in July 2008 with a paperback edition published in 2009.

Ken is a member of the editorial advisory group of *The Raiser's Ask* magazine in South Asia (from Bangalore, India) and of the Editorial Advisory Council for *Advancing Philanthropy* Magazine, the journal of the Association of Fundraising Professionals, in the United States.

In 2007 Ken Burnett was recipient of both *Professional Fundraising* magazine's 'Outstanding Contribution' award and the UK Institute of Fundraising's 'Lifetime Contribution' award.

Connect with Ken at [www.kenburnett.com](http://www.kenburnett.com) or by email at [ken@kenburnett.com](mailto:ken@kenburnett.com).

## **Jon Duschinsky**

Jon is a global leader in marrying social profit with financial profit. From an early age, Jon recognized that people are the most powerful force for driving change in this world. That recognition gave rise to a career dedicated to harnessing that power to activate causes around the world.

For most of the last decade Jon has been involved in pushing the social innovation agenda and envelope across Europe – firstly as the co-founder

of the Cascaid agency in the UK at the age of 21, then as head of fundraising of France's largest AIDS organization (Sidaction) before taking on the challenge of being the first ever Director of the French Institute of Fundraising.

In 2008, Jon founded bethechange, a global philanthropic consultancy that provides strategic direction for organizations and companies alike. He is the author of "Philanthropy in a Flat World" (2008), and a celebrated speaker at high-profile international events around the world.

His portfolio contains a diverse array of clients across the globe, and includes the International Red Cross, Amnesty International, the United Nations Development Program, Planet Finance and Children First.

Connect with Jon at [jonduschinsky.com](http://jonduschinsky.com).

## **Kay Sprinkel Grace**

Philanthropy is Kay's passion. From her early involvement as a volunteer while pursuing careers in journalism and education, to her evolution as a non-profit fund development manager and then a consultant, her commitment to philanthropy has been her guide.

An accomplished author of six books and highly regarded speaker, she shares her passion globally with people who are seasoned and needing new motivation as well as those new to the field seeking to define the role they can play.

Based in San Francisco, but seeing the world of philanthropy as her platform, Kay has been tireless in working to advance the NGO and non-profit sector. Her seminal work, *Beyond Fundraising*, says it all: our focus needs to be on philanthropy (values-based voluntary giving, asking,

joining and serving) and development (of relationships based on shared values and vision). Only then can we fundraise in a way that ensures a values-based process that leads to the growth and impact of long-term donor investment.

Connect with Kay at [www.kaygrace.org](http://www.kaygrace.org).

## Fraser Green

Fraser is unique in North America with respect to his combined expertise in market research and philanthropy. He is a self-confessed “market research freak” who believes that donors, prospects and members have so much more to tell us if we simply ask them thoughtfully and appropriately.

Fraser is Principal and Chief Strategist at Good Works, one of Canada’s leading fundraising consulting agencies. At Good Works, Fraser’s focus is on deep human communication, donor research and legacy giving. Prior to coming to consulting in 1996, Fraser was CEO of the New Democratic Party of Canada, Special Assistant to Ontario Premier Bob Rae and Director of Organization for the Ontario NDP.

Fraser is a gifted writer and a sought-after public speaker. He presents regularly at fundraising conferences in Canada, the USA and Europe. His articles and contrarian rants (as he calls them) are frequently published in professional journals. Fraser is the co-author of *Iceberg Philanthropy* (2007), and author of the recently published *3D Philanthropy*.

Fraser has a BA in Economics from St. Mary’s University in Halifax and did his graduate studies in Social Policy and Administration at Carleton University in Ottawa.

In his spare time, Fraser is passionate about his guitars and banjo, kayaking, yoga, cross-country skiing, cycling, reading and talking too much. The new loves of his life are his two Labrador Retrievers – a chocolate female named “Oonagh” (rhymes with tuna) and a black male named “Handsome Jack.”

Fraser and his wife Jennifer live with their two boys in a log house outside Ottawa. His daughter Rory has just finished her BA in political science at UBC and has already started to change the world as a fundraiser with the Canadian Cancer Society.

Connect with Fraser at [fraser@goodworksco.ca](mailto:fraser@goodworksco.ca)

### **Simone P. Joyaux, ACFRE**

Simone is an expert in fund development, strategic planning, and governance/board development. She provides these services to all types and sizes of non-profits. Joyaux serves as faculty for the Masters Program in Philanthropy and Development at Saint Mary's University of Minnesota, and speaks at conferences worldwide.

As a volunteer, Joyaux regularly serves on boards. She founded the Women's Fund of Rhode Island, a social justice organization, and chaired the CFRE International Board when it became an independent corporation.

Her books, *Keep Your Donors: The Guide to Better Communications and Stronger Relationships* and *Strategic Fund Development: Building Profitable Relationships That Last* (co-authored with Tom Ahern) receives rave reviews. The 3rd edition of Strategic Fund Development – considered a standard in the sector – was released in March 2011. Simone is also a web columnist for The Non-profit Quarterly.

Professionals and volunteers describe Joyaux as “one of the most thoughtful, inspirational, and provocative leaders” in the philanthropic sector. She and her life partner Tom Ahern, give away at least 10% of their income annually, and have bequeathed their entire estate to charity.

Connect with Simone at [www.simonejoyaux.com](http://www.simonejoyaux.com).

### **Jana Ledvinová, Ing.**

As Executive Director (until 2003) Jana was responsible for internal and external management and the long-term development strategy for the organization known as Tereza. Tereza put together a strong mission and strategy to support environmental awareness and help to grow the new and fragile civil society of the Czech Republic democracy after 1989. During the last 30 years Tereza has become a professional non-profit organization, providing services for more than 20% of all schools and local community groups in the Czech Republic.

As an international trainer and consultant, Jana has been providing training and consultations in fundraising, personal management, strategic planning, marketing, advocacy and partnership building in more than 20 countries, mostly in the CEE region. Most recently she has utilized her long-term experiences from working with countries and organizations in transition for the Resource Alliance, UK.

Connect with Jana at [janaledvinova@volny.cz](mailto:janaledvinova@volny.cz)

## **Tony Myers, Ph.D., M.A., LL.B., CFRE**

Tony is a passionate student of philanthropy. He believes deeply in its power to change the world. He is dedicated to the discipline of development; teaching others about it while still loving the front lines of fundraising.

Tony works every day to help organizations (large or small, local and international) to focus their energies, develop winning strategies, and raise more money. His skill is in major gift fundraising, capital campaigns, board development and strategic planning.

With twenty years of experience and after numerous campaigns, Tony knows what it takes to win, and why we sometimes fail.

He has spoken and made presentations on four continents. His spirited presentations make you think, and sometimes touch the soul, as well as the heart.

Tony walks the talk. He is the founder and Principal Counsel for Myers & Associates. His involvement in the non-profit sector includes experience on several boards: CFRE International (the accreditation body for the fundraising profession) the Association of Fundraising Professionals, Calgary Chapter, the Association of Fundraising Professionals, Edmonton chapter, CentrePoint for Non-profit Management, the Kelsey Institute Foundation, the ASTech Foundation, Public Legal Information Services, Sustainable Calgary, and other non-profit organizations in across Canada.

His work has been recognized through national and international awards. He has written articles for *Canadian Fundraising & Philanthropy*, is a contributing author to the best-selling book “*Excellence in Fundraising in Canada*” and also completed a chapter for “*Fundraising Feasibility Studies*.”

Contact Tony at [Tony@MyersCan.com](mailto:Tony@MyersCan.com)