

The Porcupine Principle

Jonathan de Bernhardt Wood

Review by Dennis Fancett

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I approached this book with some trepidation because it is essentially and unashamedly about fundraising, aimed predominantly at a secular audience, rather than a narrative that encourages and promotes generous giving as part of the Christian faith.

Of course I expected there to be some overlaps, particularly given Jonathan's current role as National Director of Giving for the Church of England, but I was astounding at just how many overlaps there are. Only tiny fragments of the book could be disregarded as having no relevance at all to encouraging generosity amongst Christians. Favourites included lines such as "*I did not want them to think their contribution might only be to buy a raffle ticket; I wanted them to be in it for life*"¹ or "*As I said to one supporter, 'I don't want your money, I want your soul', and added a maniacal laugh to round it off*"².

So lots of spiritual content, superbly presented in a way to make it appealing and accessible to those who don't particularly have any faith conviction of their own. Additionally, the short chapters, each just 3 or 4 pages long, and easy to read, "café-chat" style with plenty of humour and full of points that are blindingly obvious immediately after you've read them, but had somehow escaped your consciousness up till that point, make this an extremely readable, fun, book which is highly recommended.

¹Page 35 (Chapter "Plant a tree under whose shade you do not expect to sit")

²Page 34 (Chapter "Plant a tree under whose shade you do not expect to sit")

This book is also available to loan from the [North East Religious Resource Centre](#)