

1. Working the Plan- the Key to Fundraising Success

No matter their size or length of time in business, most nonprofits could benefit from additional planning to direct fundraising efforts. Planning focuses an organization by setting fundraising priorities and helps give staff, board members, and other volunteers a roadmap to success. A solid fundraising plan includes three main elements: a compelling and clear case for support that demonstrates impact, considerations for diversifying an organization's funding base, as well as a realistic and specific plan of action. Join us as we explore the tools needed target fundraising efforts and make them most productive.

2. Donor Prospecting for Greater Giving

Join us for a conversation about the strategies and techniques proven successful for identifying and cultivating donor prospects for your organization. This workshop has something for everyone, whether you're new to fundraising or a donation veteran. Volunteers and board members are also welcome. You will leave this workshop with a clear action plan to turn prospects into donors!

3. Why Do Donors Leave?

Where does your organization focus most of its fundraising energy? Chances are, the answer is getting more donors. But what about keeping your current donors? Research shows that nearly three out of every four new nonprofit donors leave an organization and never come back. This has led many to focus less on acquiring new supporters and more on nurturing the relationships that they already have. In this workshop, we will explore why organizations lose donors and money, how keeping donors increases fundraising success, opportunities to build donor relationships and the elements for a successful donor retention plan.

4. How Donor Communications Keep Donors Giving...

A strong donor communications program is the basis of great relationship-building for your non-profit. The newsletters, e-mails, annual reports and updates you send out to your donors will become the foundation on which your donor relationships are based. In this workshop, we will cover the key elements needed for a successful donor communications/engagement plan, including compelling donors to invest in causes larger than themselves, appealing to readers' emotions through impactful stories and conversational tones, and encouraging donor responses through surveys, polls, and more.

5. Creating a Culture of Philanthropy

An organization-wide philanthropic culture enhances fundraising results, strengthens relationships and leads to mission fulfillment. A philanthropic culture is the polar opposite of conducting fund development planning and activities in isolation. Instead, leaders, staff and volunteers all understand they are part of the fundraising team, and that every interaction with the public contributes to fundraising. This session will introduce you to the power of philanthropic culture, provide indicators, and explore how you can use it to strengthen overall organizational capacity and enhance your fundraising results.

6. Taking Grant Writing to the Next Level: Demystifying the Grantee/Grantor Relationship

Do you wish you knew exactly what grant reviewers were looking for in funding proposals? Although the grant application process varies, there are some important common elements which can give you an edge. This workshop will provide you with insights into persuasive and effective grant writing. You will learn to: Develop a proposal that tells a story. Understand the critical elements of the grant review process. Interpret reviewers comments. Anticipate and preempt reviewer objections as you write your proposal. Obtain grantor support before submitting the proposal. Steward grantor relationships and turn an initial "no" into a future "yes."