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Webinar Title Descriptions

Major Gifts for Small Shops Amy Eisenstein

This session is for executive directors and development staff who want to raise significantly more money for their organizations by making the leap into major gifts fundraising, but haven't had the courage or know-how. If you are focused on event planning and grant writing, therefore leaving little or no time to focus on your biggest and best donors, this webinar is for you. Most staff members at small and medium sized nonprofits are not effectively soliciting major gifts for their organizations. If you want to start or grow your major gifts program, this session is for you. Whether a major gift for your organization is \$1,000 or \$100,000, you will learn how ask and receive more major gifts this year. We will discuss the who, what, when, why and where of asking. Participants will learn how to identify good prospects, cultivation techniques, appropriate solicitation language, and stewardship best practices, as well as learn how to get a meeting and deal with "no."

Participants in "Major Gifts for Small Shops" will:

- Learn how to start an individual giving program.
 - Discuss ways to get a first meeting with a prospect.
 - Identify successful cultivation techniques.
 - Practice asking a prospective donor for a specific gift.
 - Learn how to react to a "no."
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Millennial Motivation: What Makes Millennials Want to Give
S. Michelle Cline

The millennial generation is now the largest generation in our nation's history but we continue to struggle with how to understand them and their needs. What worked with other generations just isn't working and the amount of giving to non-profits within our economy has remained stagnant. This open and honest discussion will address both the misconceptions and the hype that surround Millennials and their philanthropic goals.

At the conclusion of this session, participants will:

Have a better understanding of why millennials are or are not committed to their organization, be able to create a clear and concise strategy to engage millennial donors, understand how to best steward these donors as they age into different giving segments, and effectively utilize millennial influencers for their organization.

Target Audience

The target audience will be fundraisers and non-profit administrators of every age group, who would like to learn more about how to work with the very important millennial age group.

Annual Fund and Major Gift Partnerships; Pipeline Management and Donor Maximization
Michael Delzotti

When the span between fundraising campaigns is measured in hours, it can be difficult to think about anything but the next major gift. And while a focus on cultivating and soliciting these high-wealth prospects is key to a successful fundraising effort, where do those prospects come from? The most effective fundraising directors know an integrated approach which consistently acquires and upgrades annual giving donors is critical to populating major gift portfolios. This course will examine the interchanges between annual giving and major gifts, with a careful eye on strategy and tactics to enhance both programs as well as the overall fundraising effort. In this case, 1 + 1 really do add up to more than 2! Course participants will come away with a greater understanding of the roles of both programs when they work well together, and specific steps to maximize returns in or out of a campaign. While this is a great session for development directors, this is also a good session for Executive Directors and CEOs who are looking to enhance their existing development efforts.

At the conclusion of this session, participants will:

- Understand how a robust annual giving program works not only to generate current-use dollars, but future major gift prospects.
- Understand how major gift officers can work with their annual giving colleagues to advance the organization and build the donor pipeline.
- Have concrete next steps and tools for their annual giving and major gift programs to improve their current situation and advance a comprehensive pipeline management strategy.

Target Audience Beginner to intermediate fundraisers, although senior fundraisers and management will also benefit from the systems and strategic principles presented.

Writing a Fabulous Case For Donor Support
Tom Ahern

In this revealing session, one of North America's most experienced case writers shares his secrets for properly selling your projects, programs, endowments, initiatives, buildings, renovations, and bright ideas. At the conclusion of this session, participants will: Know why the "elevator speech" is really a ride to nowhere. Know how to tell a story quickly and effectively. Know how to answer the "Big 3" questions donors will have. Target Audience This is presentation is for anyone who produces donor communications. Beginners welcome.

Building a Major Gifts Pipeline Despite BIG Obstacles
Adrienne D. Capps, MBA, CFRE

Put on your thinking caps, think outside the box and apply an entrepreneurial approach to major gifts. All levels of fundraising professionals will benefit from Capps' wisdom, including those who work with Boards and top organizational staff leaders. This session will help you learn techniques to create a robust major gifts pipeline; develop creative strategies to find major gift prospects and realize and capitalize on your organization's strengths and assets.

The Feasibility Study . . . Start to Finish
Jill Pranger

This energetic session covers the entire Feasibility Study process from start to finish: why and how the Study can lead to greater fundraising success, what you can expect to learn from the Study, and how you can apply this knowledge to enhance your organization and its fundraising. . . whether you proceed with a campaign or not. We'll explore the roles of the organization, the CEO, the Development Manager, and the Consultant. You'll return to your office well-equipped to share information, offer guidance, and manage the process.

Target Audience

Mid-level development officers; New CEOs; Board Chairs; Campaign leadership volunteers

How to Create a Written Fundraising Plan in Six Simple Steps
Sandy Rees, CFRE

Many nonprofits struggle to create a fundraising plan and put it in writing, yet the benefits are tremendous. A written plan shifts you from being reactive and dealing with the crisis of the day

to being proactive and working purposefully toward the results you want. In this session, you'll learn how to follow six simple steps to put together a written plan for raising the money you need in the coming year. We'll cover goal setting (using SMART goals), action plans and ways to keep your plan on track, plus you'll get worksheets and checklists that will make the process easy.

Target Audience

While this presentation is appropriate for all levels of experience, it will be most helpful for those newer to the profession.

Blue Ribbon Recipes for Capital and Endowment Fundraising Success

Penelope Cagney, MA, CFRE

This presentation will cover key considerations in preparing for a capital or endowment campaign. Today many organizations are facing urgent new needs or are revisiting critical capital and endowment needs that were reluctantly shelved in the recession. Perhaps you conducted a philanthropic study or began a campaign a couple of years ago and want some ideas on for a fresh start. Your leaders may be asking themselves, "Is this the right time, is it too soon, or when will the timing be right?" They may be wondering, "What is different about our donors today and their view of capital and endowment needs?" This session will address what you must do to succeed in a campaign today.

Target Audience

Executive Directors, Board Members, Development Directors and development staff. All levels.

50 Asks in 50 Weeks: How to jumpstart Your Small Development Office

Amy M. Eisenstein, MPA

50 Asks in 50 Weeks is a "back to the basics" concept for executive directors and development directors who want to raise more money for their organizations. It specifically targets non-profit organizations with small development offices (0-3 paid staff members,) and provides clear steps on how to create a simple plan for raising more money. Most development directors are so busy doing day to day tasks of fundraising, including writing thank you notes, grant reports and newsletters; managing databases; creating budgets; and more, they don't have time or forget the most important thing – asking! This session will help participants create a development plan which ensures a diverse funding stream, a system for asking for gifts in smarter, more efficient ways, and ensuring they ask for gifts all year long. Brief discussions on event planning, grant writing, individual solicitations, and direct mail will be included.

Target Audience

Entry and mid-level professionals.

Selling Major Sponsors
Phil Immordino

"Selling Major Sponsors" will give participants the tools to sell major sponsors for all types of events.

- #1 - Myths of Selling Sponsors
- #2 - The Sales Committee
- #3 - Your Audience
- #4 - The Event
- #5 - The Sponsor Package
- #6 - Who Can You Sell?
- #7 - When Do You Sell them?
- #8 - Keep Them Coming Back

Target Audience

This session is for all levels of fund raising executives. Everyone involved in events will benefit from the program.

Creating a Successful Fundraising Culture: Twelve Tools for Motivating Your Board
Carole V. Rylander, CFRE

Why are so many volunteers and staff members reluctant to participate in approaching prospects and donors? How can board chairs, development committee members, nonprofit CEOs and professional fundraising staff lead their board teams to own – and even enjoy – the essential and rewarding work of major gifts fundraising? In this practical train the trainer session, topics address the needs of nonprofit leaders who want to increase volunteer and staff participation in approaching and engaging prospects and donors.

Target Audience

Anyone who needs tools/materials to train their board in concepts about raising money to motivate them and gain their cooperation will benefit from this session. Appropriate for all levels.

Developing Major Gift Donors Who Deliver
Laura Fredricks, JD, LLC

One of the hardest aspects of major gift fundraising is finding your best major gifts prospects. With development professionals staying in their positions an average of one year and eight months, it is often challenging to use institutional history to guide you on finding the best major gifts people.

Many groups have these hidden major gifts prospects locked in their databases, attending special events and making planned gifts, but the key is knowing which groups of major gift prospects to approach on a priority basis, so that you create and build a solid major gifts program.

Target Audience

Entry to Mid-Level.

Giving Circles and Fundraising in the New Philanthropy Environment
Angela Eikenberry and Jessica Bearman

Giving circles are emerging in popularity among donors across the United States and elsewhere. These community-based funding vehicles entail individuals pooling their resources and then deciding together where these should be distributed. To varying degrees, giving circles also include social, educational and engagement opportunities.

This presentation will provide information on the giving circle landscape, based on several studies of giving circles, with special attention given to the impacts of giving circles on donor-members and nonprofit funding recipients.

How to Have Conversations With Donors About Planned Gifts
Kathryn W. Miree, J.D.

Fundraisers and volunteers have a natural fear of the planned giving conversation, worried that it requires a discussion of technical issues -- or worse, the donor's death. This practical session will help you overcome those fears to have conversations that will increase your organization's long-term (and even short-term) revenue. You will learn how to identify the top planned gift and endowment prospects, prepare for the conversation, set up the visit, use volunteers on the call, define the roles of each party on the call, and how to open, advance and finish the conversation.

Target Audience

This session will be valuable for CEOs, volunteers, and all development staff at all levels of experience in both the United States and Canada.

Twelve “Deadly” Mistakes of Major Gift Campaigns and How to Avoid Them!
Julia Walker

Many advancement professionals who venture into major gift campaigns hit pitfalls that could have been avoided. Learn from a pro how to build a major gifts program that works, the most effective ways to cultivate and solicit donors and how to raise sights for your constituents. Discover the most common mistakes in major gifts and how to avoid them. From asking too soon to flubbing the close, mistakes made with major donors can cost your organization vital

resources. Improve your skills and learn what to avoid in this timely session.

Target Audience

Mid level, senior level, advanced level