



Save the Date!
Donor Communications Conference
featuring Lynne Wester, Principal, Donor Relations Guru Group
Wednesday, June 19, 2019
Hawaii Pacific University - Honolulu

On average it costs seven times more to acquire a new donor than it does to keep an existing one. Yet only 22% of new donors give again. How can we turn new donors into loyal supporters who give again and again?



Martha Hanson, 2018 Aloha Chapter Professional Advancement Chair, Lynne Wester and Aloha Chapter President Cathy Alsup, CFRE from Lynne's presentation last fall

AFP Aloha Chapter is pleased to welcome donor communications expert Lynne Wester back to Hawaii for a hands-on workshop. In this one-day conference, you will learn how to effectively tell your story using Wester's 4 Pillars of Donor Communications, how to create communications donors want to consume and share, and much more.

Communication plays a crucial role in any nonprofit's success, and the key to retaining donors is creating a powerful donor communications program. There is an ever-increasing demand for content that not only acknowledges and stewards past gifts, but supports future fundraising efforts, is personalized for our donors, and is nimble with your organization's needs and priorities.

This highly interactive professional workshop will cover topics including:

- When to use certain types of communications over others
- How to advocate for change and attain buy-in with internal constituencies
- How to eliminate communications that aren't working
- Simple changes to transform a bad communication into a good one
- Tests to run on your current communications efforts to evaluate effectiveness
- How to make the donor the hero of your work
- And much more

Later this spring, you will receive instructions for submitting your communications for advanced review - or just bring them with you the day of the conference. The day's activities will include hands-on editing and ideation, so be prepared for a substantive, productive experience that will help you improve your donor communications.

The Aloha Chapter is proud to host this event as part of our ongoing professional development series for our members and Hawaii's fundraising and non-profit community. We will keep you updated on our upcoming events via our monthly e-newsletters and emails.

Please save the date of June 19th, and we will announce when registration opens!