

Ready to turbo boost your fund development program?



Alexander Carrillo
CONSULTING
Do Good Better STUDIO™

Center for
Healthy
Nonprofits

Do Good. Better. WORKSHOP SERIES 2023

FOUNDATIONS	Feb 2 & 3
PLAN	March 2 & 3
INSPIRE	April 6 & 7
CULTIVATE	April 20 & 21

8 AM – 12 PM Thurs. & Friday
Community Foundation Campus
5049 E. Broadway Blvd., Tucson

What you will accomplish:

You will experience four foundational workshops that will support your professional development and the growth and success of your nonprofit

Who should attend?

Whether you are new to the field, new in your position or at a new organization, or a seasoned professional needing a fresh perspective, this workshop is for you. We recommend a team of 2+ staff, board members and/or volunteers for the best results.

How each workshop is structured:

Each workshop consists of two half-day, in-person sessions

- Highly interactive, participatory and engaging content!
- Workbook and downloadable tools and templates to create your own useful and actionable plans.
- Access to seasoned, successful professional fundraisers and trainers.
- You will leave each workshop with a product you can use right away!

Refreshments & materials provided!

\$699 for four workshop series
\$199 for a single workshop
(Save \$97 by registering for the series!)

SPECIAL TEAM PRICING

With one full series registration, each **additional person from the same organization is only \$196** for the series (or \$49/workshop)!



Lana Baldwin, CFRE

Jenny Carrillo,
MA, CFRE

Lisa Robinson, CFRE

Laura Alexander,
MA, CFRE

REGISTER TODAY do-good-better.com/workshop-registration

Your Trainers

Workshop instructors include firm founders, Laura Alexander and Jenny Carrillo, along with consultants Lana Baldwin and Lisa Robinson. All four trainers are Certified Fund Raising Executives (CFRE) and each has been awarded the "Outstanding Fundraising Professional" by the Southern Arizona Chapter of the Association of Fundraising Professionals. Together, our dynamic team has worked with over 280 nonprofit clients and raised millions of dollars for a wide range of issues and projects.

do-good-better.com

Do Good. Better.

1

FOUNDATIONS for Fundraising

February 2 & 3, 2023

Strengthen the culture of philanthropy in your nonprofit, and lay the foundation of your effective fundraising program.

- Get over your fear of fundraising and find the FUN in fundraising
- Build your credibility by understanding the latest research, best practices, trends, and ethics
- Identify your organization’s unique fundraising assets and identify strategies that make sense for your nonprofit
- Develop a plan to recruit your rock-star fundraising team
- Identify the resources you’ll need to build a sustainable fundraising infrastructure

2

PLAN: Your Blueprint for Fundraising Success

March 2 & 3, 2023

Create your annual fund development plan and guide your nonprofit in executing thoughtful strategies to meet realistic fundraising goals.

- Identify key metrics – beyond just dollars raised – to help measure and monitor your progress
- Develop your annual fundraising calendar to ensure that you stay on track
- Plan for and learn how to measure effective donor acquisition, renewal, recapture and growth
- Develop a succinct “fundraising dashboard” report to share the progress of your plan

✓ You will leave this workshop with a **draft Fund Development Plan!**

3

INSPIRE: Your Compelling Case For Support

April 6 & 7, 2023

Develop your compelling messages that move people to ACTION and provide financial support to your nonprofit.

- Understand your donors’ motivations
- Pre-emptively address donors’ objections
- Understand what distinguishes a GREAT case from all the rest
- Apply research-based principles for selecting the right images, statistics and stories
- Get clear direction for refining and sharing your case with donors and prospects

✓ You will leave this workshop with a **draft Case for Support!**

4

CULTIVATE: The Art & Science of Major Gifts

April 20 & 21, 2023

Plan for identification, cultivation, stewardship and solicitation of your top donors and prospects.

- Understand a cultivated giving approach – as opposed to “major gifts”
- Identify the donors and prospects with whom you should be spending face time
- Learn tools and templates for prospect research and screening
- Develop creative strategies for retaining, acknowledging and recognizing your loyal donors
- Strategies for getting the meeting, making the ask, responding to objections and following up

✓ You will leave this workshop with a **draft Major Gifts Plan!**