

Come get **inspired** and **boost** your fund development program!

DO GOOD. BETTER. WORKSHOP SERIES SPRING 2024

FOUNDATIONS 2/1 & 2 | PLAN 2/29 & 3/1 | INSPIRE 3/28 & 29 | CULTIVATE 4/18 & 19

What will you accomplish:

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

\$699 for four workshop series

\$199 for a single workshop

(Save \$97 by registering for the full series!)

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



REGISTER NOW!

do-good-better.com/workshop-registration

8:30 AM - 12:30 PM Thursday & Friday

**Community Foundation Campus
5049 E Broadway Blvd Tucson, AZ**

Refreshments & materials provided!

Special Team Pricing

WORKSHOP TRAINERS

Workshops were created by firm founders, Laura Alexander and Jenny Carrillo and are taught by consultants Lana Baldwin and Lisa Robinson. All are Certified Fund Raising Executives (CFRE) and each has been awarded the "Outstanding Fundraising Professional" award by the Southern Arizona Association of Fundraising Professionals. Together, the team has worked with over 350 nonprofit clients and raised millions of dollars for a wide range of issues.



1 Feb 1 & 2

FOUNDATIONS
for Fundraising

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 Feb 29 & Mar 1

PLAN: Your Blueprint for Fundraising Success

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 Mar 28 & 29

INSPIRE: Your Compelling Case for Support

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 Apr 18 & 19

CULTIVATE: The Art & Science of Major Gifts

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 with
- 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!**

Become a Do Gooder!

For maximum results, take all four workshops!

2024 WORKSHOPS

Earn 24 credits for your CFRE!