

2013 AFP Webinars / Audioconferences Middlesex County Community Foundation, Middletown, Connecticut

In partnership with the Association of Fundraising Professionals-Connecticut Chapter

- TUES, **February 5** - *Writing a Fabulous Case for Donor Support*
- THURS, **February 21** - *What Great Boards Do at Their Board Meetings – And What They Don't Do!*
- TUES, **March 19** - *Raising Support from Millennials: How To Raise Support From Younger Donors*
- TUES, **April 23** - *The Power of Planning: Building a Strategic and Long-term Development Plan*
- WED, **July 24** - *What's Wrong with Your Fundraising and How You Can Fix It*
- TUES, **September 10** - *The Shifting World of Business and Community*
- WED, **December 11** - *Accountability and Ethics Can Make or Break Your Organization*



February 5, 2013, Tuesday ***Writing a Fabulous Case for Donor Support***

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 presentation is for anyone who produces donor communications. Beginners welcome.

About the Presenter:



Tom Ahern is considered one of the world's top authorities on donor communications. He is the author of four well-received books on the topic. Each year, he delivers dozens of workshops internationally, speaking recently at conferences in New Zealand, the Netherlands, Belgium, Australia, and Italy as well as across North America. He specializes in applying the discoveries of psychology and neuroscience to the day-to-day business of inspiring and retaining donors.

He is also a writer and marketing strategist. His clients include Save the Children, Catholic Relief Services, Plan International, Greenpeace, Volunteers of America, Princeton University, The Cleveland Foundation, the National Parks Conservation Association, as well as many smaller and local nonprofits such as the Anchorage (AK) United Way.



February 12, 2013, Thursday

What Great Boards Do at Their Board Meetings – And What They Don't Do!

Ensuring effective board meetings is essential - because that's when governance happens. But far too many board meetings are just not so good.

It's past time to fix this. Good governance is no longer a luxury. Too many scandals. Too many angry governments. Donors are getting rather spooked, too. Claiming your organization is too small to do the right stuff is no longer an excuse.

Keep in mind: Board meetings are the core of corporate governance. Designing them. Ensuring adequate preparation. And making sure you talk about the right stuff the right way.

Staff leads the process of good governance and great board meetings. And leadership staff needs a working knowledge of boards and corporate governance. (It's nice to have a couple of board members who are somewhat knowledgeable, too. But beware! Board service does not, by itself, make them competent in governance.)

Join this webinar. You'll learn key concepts and proven strategies. And you'll receive a great handout to use back home.

At the conclusion of this session, participants will:

- Be aware of the key concepts of corporate governance.
- Understand the importance of the board meeting.
- Recognize key components of good board meetings.

Target Audience

- Fundraisers, executive directors, and other staff who work with board members in committee and board work
- Volunteers who serve on or aspire to serve on boards
- Level of experience doesn't matter that much: I've seen far too many boards - even the supposedly sophisticated ones with highly experienced staff - who don't really understand governance...Or choose not to do it well through board meetings.

About the Presenter:



Simone Joyaux is described as "one of the most thoughtful, inspirational, and provocative leaders in the philanthropic sector." A consultant specializing in fund development, strategic planning, and board development, she works with all types and sizes of nonprofits, speaks at conferences worldwide, and teaches in the graduate program for philanthropy at Saint Mary's University, MN. Her books *Keep Your Donors* and *Strategic Fund Development* are standards in the field. Her feature articles, NPQ web column, and blogs receive rave reviews. She founded the Women's Fund of RI, chaired CFRE International, and regularly serves on boards. Simone gives annually and has bequeathed her entire estate to charity. Visit her at www.simonejoyaux.com.



March 19, 2013, Tuesday

Raising Support from Millennials: How To Raise Support From Younger Donors

Using research from over 10,000 Millennials (age 20-30), Derrick will guide you through what motivates Millennials to give to nonprofit organizations. He will discuss how to create customized campaigns and engagement programs to raise awareness and support from Millennials through online, direct mail, email, and event based approaches.

At the conclusion of this session, participants will:

- Have a better understanding of how Millennials interact with organizations.
- What research has shown about Millennial fundraising trends.
- How organizations can effectively market campaigns to Millennials.
- How organizations can stand out from others in order to retain their Millennial following.

Target Audience:

- Fundraisers at all levels
- Nonprofit professionals
- Representatives from organizations with a potential Millennial donor base.
- Representatives from organizations who want to learn more about how to approach Millennial donors.



About the Presenter:

As CEO, Derrick provides overall leadership for Achieve. He is responsible for providing strategy to clients, overseeing the creative development of client work, and leading the full execution of fundraising efforts for clients. He leads the research team on the Millennial Impact – a project to understand Millennial engagement in the nonprofit sector. When not working closely with Achieve clients, he is a speaker and author on the latest trends in fundraising, online engagement, and Millennials. Derrick is the author of Cause for Change –

The How and Why of Millennial Nonprofit Engagement published by Jossey Bass.



April 23, 2013, Tuesday

The Power of Planning: Building a Strategic and Long-term Development Plan

Fund Development should be a core function of your organization and of your organization's long term strategic goals. Yet, we often focus our development planning on the short term, e.g. the Annual Development Plan. And while we typically begin to plan for the next year based on the previous year's projected results, we don't often look at development planning through a strategic and long-term focus. Where do we want to be in 3-5 years with our fund development program? How does this dove-tail with where our organization is going? This session will cover how to make that mental and planning shift in our thinking from year-to-year to longer term outcomes and grow philanthropic revenue.

At the conclusion of this session, participants will:

- Be familiar with the various types of plans and different planning processes.
- Understand why and how to align a long term fund development plan with the organization's strategic goals
- Identify ways to lead the planning shift, through 14 key steps, that engage others and create longer term thinking throughout the organization for even greater results.



Target Audience

Mid to senior level fundraisers who have responsibility for or participation in creating their development plan. Executive Directors and Board Members will also benefit from this session.

About the Presenter:

Andrea McManus, CFRE is known for her passionate believe in philanthropy and the value of the nonprofit sector in Canadian society. She is President of The Development Group in Calgary and works for clients throughout Canada and the Caribbean.

July 24, 2013, Wednesday

What's Wrong with Your Fundraising and How You Can Fix It

This webinar, based on the upcoming book by Ellen Bristol and Linda Lysakowski, ACFRE will help you look at how your fundraising efforts are really going. Participants in the webinar will have the opportunity to complete the Leaky Bucket assessment online prior to the webinar. Results for organizations nationally and results for webinar participants in particular, will be reviewed in the webinar. Participants will then be given some ideas on how to fix their fundraising and stop the "leaks" in their own "buckets."

At the conclusion of this session, participants will:

- Learn the difference between leading indicators and trailing indicators
- Learn how to determine the weaknesses in your fundraising program
- Learn how to develop a plan to improve donor acquisition and donor retention
- Learn how to communicate with donors effectively

Target Audience:

Mid-level development professionals

About the Presenters:



Linda Lysakowski is one of fewer than 100 professionals worldwide to hold the Advanced Certified Fund Raising Executive designation. In her twenty years as a philanthropic consultant, Linda has managed capital campaigns, helped hundreds of nonprofit organizations achieve their development goals, and trained more than 22,000 development professionals in Canada, Mexico, Egypt and the 50 United States.

A graduate of Alvernia University and AFP's Faculty Training Academy, she is a Master Teacher. Linda is the author of *Recruiting and Training Fundraising Volunteers*; *The Development Plan*; *Fundraising as a Career: What, Are You Crazy?*; *Capital Campaigns: Everything You NEED to Know*; *Raise More Money from Your Business Community*; *Fundraising for the GENIUS*, a contributing author to *The Fundraising Feasibility Study - It's Not About the Money*, co-editor of *YOU and Your Nonprofit* and *The Nonprofit Consulting Handbook* and co-author of *The Essential Nonprofit Fundraising Handbook* and *What's Wrong With Your Fundraising...And How You Can Fix It*.

In addition to her consulting and training practice, Linda serves as Acquisitions Editor for CharityChannel Press and For the GENIUS Press.



Ellen Bristol has worked with hundreds of nonprofits for the past seventeen years, helping them improve their fundraising results using systematic disciplines and metrics. She says "We bring in the science that makes the art of fundraising possible." She is the developer of the firm's flagship methodology Fundraising the SMART Way®, an evidence-based model for managing the fundraising effort on the basis of continuous improvement and its accompanying software utility SMART Way™ Scorecard 2.0.

Ellen developed the Leaky Bucket Assessment for Effective Fundraising, an on-line assessment that has been collecting data for over a year. She wrote a book based on the findings of this study, called *What's Wrong with Your Fundraising - nd How You Can Fix It*, with co-author Linda Lysakowski. She currently is working on a book about Fundraising the SMART Way™.

Ellen is considered a thought leader in the specialized field of performance management and business intelligence for nonprofits. She is a member of the Professional Advancement Division of the Association of Fundraising Professionals International, where she serves on the Research Council.

September 10, 2013, Tuesday
The Shifting World of Business and Community

About the Presenters:



Jocelyne Daw



December 11, 2013, Wednesday
Accountability and Ethics Can Make or Break Your Organization

About the Presenter:

Jim Greenfield, ACFRE, FAHP