

2013 AFP Webinars / Audioconferences
Main Street Community Foundation, Bristol, Connecticut

In partnership with the Association of Fundraising Professionals-Connecticut Chapter

- THURS, **February 21** - *What Great Boards Do at Their Board Meetings – And What They Don't Do!*
- TUES, **June 18** - *Online Success Strategies, Tools and Trade Secrets*
- THURS, **November 7, 2013** - *Effective Campaigns: The Design, Content and Delivery of Effective Email Campaigns*

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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.

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June 18, 2013, Tuesday

Online Success Strategies, Tools and Trade Secrets

Over the past decade, nonprofit organizations have been inundated with Internet services and technology options. This session taught by Ted Hart, one of the world's foremost experts on Nonprofits and the Internet will focus nonprofit leadership on how they can improve the management, networking and fundraising of their organization through the use of these tools.

Content is based on the new book, "Nonprofit Internet Management: Strategies, Tools and Trade Secrets." While nonprofit organizations continue to embrace the use of the Internet for a variety of purposes, the challenge organizations face is not whether they should be using the Internet, but instead HOW they should manage their Internet applications in a coordinated, cost-effective and efficient manner to leverage these efforts for maximum benefit. Following the guidance offered in this book will help charities address increasing public demands for accountability and performance measurement of nonprofits.

At the conclusion of this session, participants will:

- Management of Fundraising Online using the Internet.
- Accountability of Nonprofits.
- Performance measurement using online tools.
- Saving money, adding efficiency using the internet.

About the Presenter:



Mr. Hart brings extensive experience in internet and global philanthropy to Charities Aid Foundation of America; he is sought after as an internationally recognized speaker and consultant on topics related to nonprofit strategy and board/volunteer development both online and offline. He previously served as CEO of Hart Philanthropic Services, an international consultancy to nonprofits/NGOs. He has inspired the creation of People to People Fundraising, an online fundraising movement. He is also Founder of the International ePhilanthropy Foundation and has also taken a leadership role in helping nonprofits become more green by founding the greennonprofits.org movement.

Hart has served as CEO of the University of Maryland Medical System Foundation and before that as Chief Development Officer for Johns Hopkins Medicine, Bayview Campus. He was one of the youngest professional ever to be certified as an Advanced Certified Fund Raising Executive (ACFRE) by the Association of Fundraising Professionals (AFP). Hart is the editor and author of many books and published articles and the host of the Nonprofit Coach Internet Radio program. His most recent book is entitled Internet Management for Nonprofits. He has also served as an adjunct faculty member to the Master of Science in Fundraising Management program at Columbia University (NYC). Mr. Hart has a daughter and a son.



November 7, 2013, Thursday

Effective Campaigns: The Design, Content and Delivery of Effective Email Campaigns

Email fundraising has risen in popularity by 20% over the last year alone. Effective email campaigns are more than just creative design and discussion around a cause; they are a multi-channel ticket to engaging and retaining donors. Derrick will discuss how to make an effective campaign from the importance of design, content and delivery. Derrick will also provide examples of effective email campaigns and how to create similar campaigns for your organization.

At the conclusion of this session, participants will:

- The importance of email design
- Appropriate content; the importance of telling a great story
- Donor focus vs. organization focus
- How to track success

Target Audience

- Fundraisers at all levels
- Nonprofit professionals
- Representatives from organizations with challenging email campaigns
- Representatives from organizations who want to learn more about how to launch a successful email campaign



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.