

2016 AFP International Webinar Series Fort Worth Metro Chapter Offerings

Time: 12:00 p.m. – 1:00 p.m.

Location:

CNM Connect – Fort Worth Campus
2701 W. Berry Street
Fort Worth, Texas 76109

**Please note webinars are held in a group setting at the CNM Connect office. Participants must be present to view webinars as recordings cannot be viewed at a later time.*

Cost:

\$10 – AFP Fort Worth Chapter Member – Use Discount Code: fwafp
\$15 – Non-AFP Chapter Member

**Lunch is not provided, participants are welcome to bring their lunches.*

Sessions:

Five Simple Strategies to Boost Donor Retention – Tuesday, March 29th

Do you ever feel like you're on a fundraising treadmill? That you're constantly looking for new donors because you aren't keeping the ones you already have? Then you may need to change your stewardship approach. Because taking good care of donors, listening to and respecting them, is how you'll raise more money (and get off that pesky treadmill). It's as simple as transforming how you thank donors, how you share the impact of their giving, and how to keep them delightfully engaged with your cause. Learn how during this webinar with Shanon Doolittle and leave with actionable steps you can take now to start building more gratifying, long-term relationships with your donors.

At the conclusion of this session, participants will have learned:

- How to write better thank you letters
- How to make donor thank you calls
- How to easily share impact stories with donors
- How to ask donors for feedback
- How to add delight and surprise to the donor experience

About the Presenter:

Shanon Doolittle is an internationally recognized fundraising and donor happiness coach at Shanon Doolittle + Co. Her unique, donor-centric campaigns and retention programs have raised tens of millions of dollars for nonprofits of all sizes. An energetic and inspirational fundraiser with over ten years of experience, Shanon loves sharing the know-how organizations need to help them create high-margin fundraising programs and donor-centric retention systems to keep supporters happy. Also a dedicated mentor, Shanon enjoys helping fundraisers tackle the overwhelm of a heart-heavy career and find more joy in their daily 9-5. Her educational career includes a B.A. in Political Science and Chinese Studies from Pacific Lutheran University. With a lifelong love of learning and teaching, Shanon is now a guest lecturer in the Evans School of Public Affairs at the University of Washington in Seattle and can be seen regularly on Movie Mondays, a popular online video series for fundraising professionals.

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How to Make a Successful Call on a Major Donor Prospect – Tuesday, May 26th

Major donors -- that's where the big gifts are. But how to approach them? How to show up without seeming that you are all after their money? How do you make conversation, explore their interest and see where they stand? Join Gail Perry to discover how to handle this all-important moment in fundraising. You've gotten in the door, now what? Will you blow it, or will it be the first step in a long and happy relationship? Join us to learn how to make the most of your big opportunity!

At the conclusion of this session, participants will learn:

- How to set objectives for your visit.
- Reconnaissance: what measurements will tell you the level of your prospect's interest?
- Where to focus the initial small talk.
- What will turn your donor off quickly.
- What are the 3 most important things to look for?
- What are the 3 most important things to avoid?
- What type of presentation?
- When should you leave?
- How to leave the meeting with useful follow-up steps.
- How to move your prospect to help you with your cause.

About the presenter:

Gail Perry, CFRE, is a fundraising coach, author, trainer, and public speaker. Gail's mission is to give nonprofit leaders new skills, know-how, inspiration and energy so they can change the world. She works with fundraisers around the world to help them succeed in big-money fundraising.

Her Fired-Up Fundraising site is a go-to resource for fundraisers who want to learn the latest fundraising strategies, rev up their boards and raise serious funding for their causes. Gail's book, *Fired-Up Fundraising: Turn Board Passion into Action* (Wiley/AFP) is called the "gold standard guide to building successful fundraising boards."

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Relationship Fundraising: Where Do We Go From Here? – Tuesday, September 20th

This webinar presents the key findings from a comprehensive review of the theory underpinning relationships fundraising. It presents the most relevant current thinking from marketing and social psychology and explores how it might be applied to fundraising. It also reveals what leading practitioners in the project's advisory group think are the biggest challenges facing this mode of fundraising.

At the conclusion of this session, participants will:

1. Understand how current academic theory supports the notion of relationship building
2. Identify some key concepts that could be applied to your fundraising
3. Assess your relationships with colleagues and other stakeholders in light of the challenges identified by the advisory group to determine if you could improve your fundraising by improving these relationships.

* This session is eligible for 1 hour of ACFRE Management or Ethics credit.

About the presenters:

Adrian Sargeant is Professor of Fundraising and Director of the Centre for Sustainable Philanthropy at the University of Plymouth in the U.K. He is also a Visiting Professor of Fundraising at Avila University in the United States and the Centre for Philanthropy and Nonprofit Studies at the Queensland University of Technology in Brisbane, Australia. Adrian has received many awards for his services to the profession, notably being named to the prestigious Nonprofit Times Power and Influence List in the United States in 2010. In the UK he also received a Civil Society Award for his Outstanding Contribution to Fundraising.

Ian MacQuillin is director of Rogare, the fundraising think tank at Plymouth University, where he edits the Critical Fundraising blog and is studying for a PhD, exploring the fundamental drivers of stakeholder objections to fundraising. He has worked in fundraising since 2001, as editor of Professional Fundraising, account director at TurnerPR, and head of communications at the Public Fundraising Regulatory Association, all in the UK.

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Cold Calling and Prospecting for Development Officers – Tuesday, December 13th

Reach any prospect. Billionaires, your top prospects that haven't been successfully engaged. Philanthropists who everyone calls. You can get those crucial first meetings that make or break major campaigns. This is very unique and hard to find training taught by a 30 year development veteran who still cold calls everyday. Learn to engage your HNW prospects that every other development officer wants to sit down with.

About the presenter:

Armando Zumaya has been in fundraising for 30 years in a variety of roles that have given him a unique perspective on development offices, prospecting and role of prospect research/management.

He has spent the bulk of his fundraising career as a Major Gift, Leadership Gifts and Annual Fund Officer on two \$1+ billion dollar campaigns at Cornell University and the University of California, Berkeley. He began his career in 1985 as a canvasser for SANE/FREEZE in Los Angeles and Ithaca N.Y. where he led door to door canvassers in the field for 5 years. He has served in the Vice President of Development, Director of Major Gifts and Chief Development Officer roles. He is currently the Senior Vice President of Development at the Mexican Museum of San Francisco.

Most notably, he served as the Director of Development at the San Francisco Opera for over 2 years where he directed the refurbishment of their major and planned giving efforts. He proudly served as the Director of External Relations at the Springboard Schools. He lectures at AFP, AFP Hemispheric, APRA, APRA Chapters, CARA, MARC, Compass Point, Blackbaud, Forum on Fundraising, The Foundation Center and Academic Impressions.