

The Art and Science of Donor Development (ASDD)

Ideal for seasoned professionals as well as newer development staff, this two-day workshop is a powerful means of connecting to the heart of philanthropy. *ASDD* helps participants understand donor motivations and how to meet the needs of donors as well as those of their institutions.

Advancement Resources' training content is derived from proprietary research and intense, in-depth interviews and observations among top development professionals, academic and medical leaders, and major donors.

Syllabus

Pre-work

An online personality profile assessment tool and a preliminary workshop quiz that introduces topics that will be explored throughout the workshop.

Introduction

A brief overview of the workshop, including the research and concepts that serve as its foundation.

Donor Motivation

An examination of how donors view development, philanthropy, and the engagement process.

Adapting to Donor Profiles

A personal exploration of different personality styles and techniques for communicating with donors more effectively.

Process Concepts in Development

An exploration of the commitment process from donors' perspectives.

Identifying the Right Donors

A strategy for recognizing those donors who can help your organization best achieve its mission and help you prioritize your time for maximum effectiveness.

Tactics for Securing an Appointment

An exploration of methods for obtaining an appointment, including discussions of the best approaches to take, how to compose effective communications, and how to conduct a telephone call productively.

Building Trust-based Relationships

Skills for establishing and nurturing trust for lifelong commitment to your organization.

Locating Philanthropic Passion(s)

A clearly defined process for uncovering the deep-seated, philanthropic values of donors.

Matching Philanthropic Passion(s) to Organizational Initiatives and Partnering on Evaluation

Steps for helping donors accomplish their personal goals through rewarding philanthropic opportunities, and a roadmap for moving donors from mild interest to passionate support.

Securing Financial Commitment

Tools and techniques that turn “asks” into gains and strengthen donors’ emotional commitment and financial support.

Creating a Meaningful Return on Philanthropic Investment

Methods for ensuring donors feel appreciated and valued throughout their continued relationship with your organization.