

## ***Professional Fundraising for Nonprofit Leaders***

Nonprofit CEOs and directors are encouraged to attend this intense, one-day workshop with their CDO or development director. Together, participants focus on principles for enhancing their major gifts programs, with a focus on sharing the organizations' mission and vision as a compelling Opportunity Story that inspires philanthropic support. Participants also explore donor motivation and the roles that all organizational stakeholders play in helping potential donors make significant contributions to the organization.

### **Syllabus**

#### **Pre-work**

Participants receive a pre-workshop packet that introduces workshop topics and invites participants to reflect on their funding priorities, key donors, and vision for the future.

#### **Introduction**

Through an overview of research, participants discover current trends in philanthropy and the power of meaningful, major gifts philanthropy to transform their organizations' futures. This section also includes a guided reflection activity designed to help leaders think bigger and pave the way for transformational giving.

#### **Exploring Donor Perspectives**

Participants explore new perspectives of how donors view development, philanthropy, and the engagement process. Key donor development tools, including the donor commitment continuum and donor development chart, are also explored.

#### **Translating Vision into a Compelling Opportunity**

Utilizing their own funding priorities, participants begin crafting Opportunity Stories that compel deep and lasting commitment from donors.

#### **Mobilizing Your Stakeholders**

Participants explore how to engage stakeholders in the organization's future, optimize board members' involvement, and equip the team to share the organization's vision. Key engagement tactics are also explored.

#### **Securing Financial Commitment**

Participants discover the critical factors that must be in place to secure financial commitment. Using a clearly defined process, participants practice making the "ask" while considering a donor or potential donor.

#### **Creating Meaningful Return on Philanthropic Investment**

Participants learn how to create Return on Meaningful Investment (ROVI) that ensures donors feel appreciated and valued, setting the stage for deeper donor commitment and greater philanthropic support.