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.