

Professional Fundraising for Nonprofit Leaders

A Virtual and Distance Learning Series

Nonprofit CEOs and directors are encouraged to attend this intense, three-part learning series 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.

WORKSHOP SESSION 1

This 3.5-hour interactive, virtual workshop covers the following topics:

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.

INTERSESSION CLINIC

Under the expert guidance and facilitation of an Advancement Resources coach, each organizational leader will be invited to participate in a 1-hour working session with their CDO or development director. This clinic will be scheduled between the two workshop sessions at a time that is convenient for all parties. During this clinic, participants will have the opportunity to:

- Share and hone their organization's Opportunity Story
- Discuss and plan their major gift strategy
- Prepare for application exercises in Session 2 regarding board members and other stakeholders

WORKSHOP SESSION 2

This 3.5-hour interactive, virtual workshop builds on concepts from Session 1 and covers the following topics:

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 (ROPI) that ensures donors feel appreciated and valued, setting the stage for deeper donor commitment and greater philanthropic support.

Structure

Classroom Engagements

Participants will attend two 3.5-hour sessions in a real-time virtual classroom. This experience features discussion opportunities, application exercises, and interactive facilitator support. Sessions are scheduled for each individual workshop offering, with two sessions taking place over a two-week period. Participants should be prepared to attend both sessions, as this is not a webinar, and interactivity is essential to the success of the experience.

In addition to these workshop sessions, participants will also engage in a personal, 1-hour working session with their organizational partner(s) and an Advancement Resources coach.

Pre- and Post-Work Assignments

Prior to the workshop series, participants will be asked to complete a pre-work assignment. Additionally, in preparation for each session, participants may be asked to complete additional application exercises and report back to their performance partners for feedback and mutual guidance.

Technical Requirements

Participants should use the Adobe Connect application, following download instructions as prompted from the web browser of their choice. Participants should be prepared to use speakers, a microphone, and a consistent Wi-Fi connection.

To learn specific technical requirements, participants will receive a technical guide as part of their pre-work package.