

Navigation Points for Accelerating Donor Commitment A Virtual and Distance Learning Experience

This two-part workshop for development professionals focuses on creating and implementing strategies that lead to effective and efficient donor development. During two 3.5-hour sessions, participants explore the critical elements of discovering donor motivation, analyzing personality profiles, determining the current stage on the Donor Commitment Continuum, and other donor assessment techniques. These insights, in addition to working more effectively with organizational leadership, faculty and volunteers, are used to create successful and strategic donor development plans at both the macro and micro levels.

Recommended Preparation: *The Art and Science of Donor Development*

Syllabus

Introduction

An overview of the workshop and a brief, interactive review of core concepts.

Elements of Strategy: The Overview

Participants explore the definition and purpose of strategy and the Nine Navigation Points for designing an effective strategy for building donor commitment and soliciting meaningful gifts.

Strategy Case Study

Participants work together to apply the Nine Navigation Points to design a macro-strategy for a potential donor based on case studies and assignments.

Real-life Application: The Big Picture

In this working session, participants work together in teams to apply learning to build a robust strategy for helping select real-world donors and potential donors advance in commitment to identified next big goals. Teams present their strategies to the group and gain feedback from colleagues and facilitators.

Action Plan

Participants analyze the strategies and tactics to use with several of their real-world potential donors.

Structure

Classroom Engagements

Participants will attend two 3.5-hour sessions in a real-time virtual classroom. This experience features networking opportunities, application exercises, and interactive facilitator support.

Sessions are scheduled for each individual workshop offering, with sessions taking place over a two-day period. Participants in each cohort should be prepared to attend both sessions, as this is not a webinar, and interactivity is essential to the success of the experience.

Pre- and Post-Work Assignments

Prior to the workshop, participants will be asked to complete a pre-work assignment. Additionally, participants have the opportunity to create and complete additional application exercises.

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.