

## ***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 Zoom™ application, following download instructions as prompted from the web browser of their choice. Participants should be prepared to use headphones with a microphone and/or speakers, a keyboard, and a consistent Wi-Fi connection.