

The Art and Science of Donor Development

A Virtual and Distance Learning Experience

Connect your donors to the heart of philanthropy through the researched-based techniques you will discover in *The Art and Science of Donor Development*. This workshop will infuse your work with deeper meaning—both for you and your donors—as you explore the facets of a truly donor-centric approach to major gifts fundraising. During this experience, you will learn how to facilitate engagement with your donors that leads to greater commitment to your organisation's priorities.

As a global leader in professional development education, Advancement Resources uses our research-based findings to uncover the threads that are woven into the *art* of major gift fundraising. Then, we translate those findings into the *science* of proven process concepts to bolster your important work.

Experience this dynamic, highly interactive virtual training from the comfort of your own home or the privacy of your office. Walk away with a toolkit filled with essential process concepts in development. Both the knowledge shared by our accomplished facilitators and the invigorating conversations with your fellow participants will prime you for success in major gifts fundraising.

Who Should Attend?

- Major gifts professionals
- Development leaders
- Planned giving officers
- Other development professionals interested in expanding their major gifts mindset

What Will I Gain?

After this workshop, you will be able to:

- Use the *Donor Commitment Continuum* and the *Donor Development Chart* to identify and grow the level of commitment donors have to your organisation's priorities, projects, and programs.
- Describe and implement the seven steps of the donor-centred *Process for Facilitating Donor Development*.
- Recognise the two primary motivators for contributions most meaningful to donors.
- Move donors beyond loyalty giving to drive larger and more meaningful, passion-based philanthropic investments (meaningful major gifts).
- Prioritise your donor portfolios based on the *Priority Grid* to determine who you should spend your time with, what to do with that time, and what questions to ask.
- Utilise a variety of methods to secure meetings with donors and potential major donors, including using value propositions and leveraging referrals/introductions.
- Describe a five-phase donor meeting process that leads to action.

- Craft and deliver an Organisational Update within a donor meeting that leads naturally to a philanthropic conversation.
- Conduct the *Process for Locating Philanthropic Passion™* with donors to uncover deep-seated philanthropic passions related to the organisation's priorities, projects, and programs.
- Work with colleagues to apply your learning to plan a strategy to advance donor relationships with the organisation.
- Prepare for and invite financial commitment using a six-point outline.
- Recognise the three components of meaningful return on philanthropic investment from the donor's perspective.

What Can I Expect?

Designed to accommodate your schedule, this workshop is divided into **four 3.5-hour sessions** over a one-week period. Unlike other virtual training, this is not a pre-recorded webinar that you simply watch on-demand. Instead, our facilitators will actively engage you from start to finish through lively large- and small-group discussions, video case studies, activities based on scenarios commonly encountered by development professionals, and opportunities to plan strategy for achieving success in your important work. Our streamlined pre- and post-session assignments are designed to help you identify donors from your portfolio and optimise your time both in and out of our virtual classroom.

Our workshops are best experienced using the most recent Zoom™ app on a strong, consistent internet connection. Because of the interactive nature of the training, please plan to use a headset or earbuds with a microphone and/or speakers and a keyboard.

Are There Any Perks?

Participation in *The Art and Science of Donor Development* includes a subscription to **myARPlus**—our premium online platform that provides on-demand resources for practising and applying the concepts you will learn in the workshop. During the first year of your subscription, you will receive regular communications exploring **myARPlus** topics and resources that are specifically designed for major gift professionals.

Can I Earn CFRE Points?

Completion of *The Art and Science of Donor Development* is applicable for 14 CFRE points. Additional points are available by requesting and completing a personalised program on the **myARPlus** platform.