

The Art and Science of Donor Development

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 organization’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.

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 organization’s priorities, projects, and programs.
- Describe and implement the seven steps of the donor-centered *Process for Facilitating Donor Development*.
- Recognize 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).
- Prioritize 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.
- Utilize 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 Organizational 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 organization's priorities, projects, and programs.
- Work with colleagues to apply your learning to plan a strategy to advance donor relationships with the organization.
- Prepare for and invite financial commitment using a six-point outline.
- Recognize the three components of meaningful return on philanthropic investment from the donor's perspective.

Can I Earn CFRE Points?

Completion of *The Art and Science of Donor Development* is applicable for CFRE points.