

Key Concepts for Donor Development

Key Concepts for Donor Development is a one-day workshop for development professionals that introduces the Advancement Resources' donor development concepts. The workshop is designed to help participants understand donor motivations and how to meet the needs of donors as well as those of their institutions.

Syllabus

Pre-work

An assignment distributed to participants to be completed before attending the session. Prepares participants to apply new skills and concepts to work with real-life donors and potential donors.

Introduction

An overview of the workshop, including the research, concepts, and tools that serve as its foundation.

Understanding Donor Motivation

Participants gain an understanding of donor commitment and the development process from the perspectives of donors.

Applying Process Concepts in Development

Participants explore the psychology of commitment from the donor's perspective, exploring steps donors take in their commitment journey.

Adapting to Donor Profiles

Participants learn how to identify the profiles of others and explore different personality styles and techniques for communicating with donors (and colleagues) more effectively.

Building Trust-based Relationships

Participants learn important concepts and skills for establishing and nurturing trust with internal and external stakeholders that fosters lifelong commitment to your organization.

Locating Philanthropic Passion(s)

A clearly defined process for uncovering the deep-seated, philanthropic values of donors, and matching passions with organizational priorities.

Creating a Meaningful Return on Philanthropic Investment

Participants discover three essential components for ensuring that donors feel appreciated and valued throughout their continued relationship with your organization.