

The Art and Science of Donor Development (ASDD)

Ideal for seasoned professionals as well as newer development staff, this two-day workshop is a powerful means of connecting to the heart of philanthropy. ASDD helps participants understand donor motivations and how to meet the needs of donors as well as those of their institutions.

Advancement Resources' training content is derived from proprietary research and intense, in-depth interviews and observations among top development professionals, academic and medical leaders, and major donors.

Syllabus

Pre-work

An explanation of what to expect during the workshop, an online personality profile assessment, and a reflection assignment to prepare you for participation in application activities.

Introduction

A brief overview of the workshop, including the research and concepts that serve as its foundation.

Exploring Donor Motivation Perspectives

An examination of how donors view development, philanthropy, and the engagement process.

Applying Process Concepts in Development

An exploration of the commitment process from the donor's perspective.

Identifying and Qualifying Donors

Strategies for recognising those donors who can help your institution best achieve its mission and to help you prioritise your time for maximum effectiveness.

Adapting to Different Personalities

A personalized deep dive into different personality profiles, including styles and techniques for communicating with donors more effectively.

Securing Meetings With Donors

Methods for obtaining meetings, including providing a strong value proposition for meeting, handling donors' questions and objections to meeting, and personalising techniques for hard-to-reach donors.

Building Trust-based Relationships

Skills for establishing and nurturing trust for lifelong commitment to your institution.

Locating Philanthropic Passion(s)

A clearly defined process for uncovering the deep-seated, philanthropic values of donors.

Matching Philanthropic Passion(s) to Institutional Initiatives and Partnering on Evaluation

Steps for helping donors accomplish their personal goals through rewarding philanthropic opportunities, and a roadmap for moving donors from mild interest to passionate support.

Agreeing on Financial Commitment

Tools and techniques that turn 'asks' into gains and strengthen donors' emotional commitment and financial support.

Creating Meaningful Return on Philanthropic Investment

Methods for ensuring donors feel appreciated and valued throughout their continued relationship with your institution.