

The Art and Science of Donor Development (ASDD)

Ideal for seasoned professionals as well as newer development staff, this two-day workshop and hybrid learning opportunity 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 organizations.

Advancement Resources' training content is derived from proprietary research, 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 survey, instructions for accessing additional online resources, and a brief assignment to prepare for application activities.

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 recognizing which donors can help your organization best achieve its mission and to help you prioritize 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.

Starting Meaningful Conversations With Donors

The art and science of preparing for and executing effective donor meetings that lead to meaningful philanthropic conversations.

Elevating the Conversation

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

Aligning Passions and Priorities

Steps for helping both donors and the organization accomplish their goals through rewarding philanthropic opportunities.

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 organization.

Action Items

Assignments for applying donor-centric concepts and tools for optimal philanthropic success, including access to three online e-Learning classes: *Leveraging Personality Profiles*, *Requesting Meetings With Donors*, and *Making Engagement Meaningful*.