



## CHAPTER WEBINAR LIBRARY

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Contact the chapter office for availability information at [afp-oregon@comcast.net](mailto:afp-oregon@comcast.net)

### A Blueprint for Fundraising Success in Any Economy: Creating a Sustainable, Comprehensive Development Model

(Kent Dove CFRE)

Based on experiences gained and lessons learned during a career that spans five decades, Kent Dove will describe and detail a comprehensive, integrated development model that has allowed numerous nonprofits to create programs that have grown exponentially and been able to sustain that growth over time. Dove will present a blend of fundraising basics and cutting edge trends on changes in donor attitudes. Learn how to apply techniques to build solid relationships with donors that provide annual, special major, planned and capital gifts over time and permit nonprofits to maximize their private giving potential.

### The Innovation Impulse

(Bernard Ross)

"Innovation is the only sustainable competitive advantage" says Philip Kotler, marketing guru. This challenging webinar will demonstrate how organizations- both commercial and not-for-profit- are ensuring they gain and sustain that competitive fundraising advantage. And how your organization can also gain it. The session is based on Bernard Ross's The Innovation Impulse and consultancy work with organizations as diverse as UNICEF, Greenpeace and Cirque du Soliel. It outlines a model for innovation you'll be able to benchmark yourself against. The model will tell you whether you're: an idea poor organization, an incubation poor organization or a implementation poor organization. You'll also learn the roles you need to play to help your colleagues become innovative themselves- coach, gardener, catalyst, pirate, mash-up artist, adventure capitalist, or anthropologist.

### The Challenging Changes of Capital Campaigns

(Mary Doorley, ACFRE)

Capital campaigns transform organizations. We expect them to build leadership and provide funding to implement strategies, but what unexpected organizational changes might occur? This session will discuss both the helpful and challenging outcomes of capital campaigns. Using the criteria needed for a successful campaign and experiences shared by fundraisers who have completed campaigns, unanticipated opportunities and consequences will be presented.

## Power Shift: Secrets to Success in the Digital Donor-Centric World

(Andrew Magnuson)

In today's digital world, it's critical to reach your donors and prospects where they are spending their time — online. With the past 50 years of fundraising behind us, what's next? With the current economic conditions and increased competition for donor dollars, cost-effective methods for sourcing new prospects, converting them to donors, and maximizing their lifetime value is more important than ever. Research into the habits of major donors and general consumers alike continues to show a growing propensity for online giving and engagement. This webinar will discuss the strategic changes and investments required for nonprofits to succeed online, best practices for adapting to a world where the power has shifted to donors, and real-world examples of successful multi-channel marketing strategies.

## Legacy Giving Building Blocks: A Simple Approach to Attracting Long Term Support

(Caleb Rick, JD and Greg Lassonde CFRE)

Do you worry that your organization will miss out on the intergenerational transfer of wealth? Are you wrestling with how to build your organization's capacity to attract legacy and endowment gifts? Do you feel overwhelmed by planned giving techno-babble? Would you benefit from straightforward strategies to engage prospects? Join Caleb B. Rick, JD and Greg Lassonde, CFRE for this webinar on simple steps you can take to develop a strong foundation for your legacy giving program.

## Developing Major Gift Donors Who Deliver

(Laura Fredricks, JD)

One of the hardest aspects of major gift fundraising is finding your best major gifts people. With development professionals staying in their positions an average of one year and eight months, it is often very challenging to use institutional history to guide you on finding the best major gifts people. Many groups have these hidden major gifts prospects locked in their databases, attending special events and making planned gifts, but the key is to knowing which groups of major gift prospects to approach on a priority basis, so that you create and build a solid major gifts program.

## How to Identify and Talk with Major Donors

Sharing your organization's story and its needs with Major Donors is crucial for a successful fundraising program. How do you identify potential Major Donors and how do you cultivate them once you do?

This presentation will focus on two key aspects of a successful Major Donor program: identifying major donor prospects and reaching out to share your philanthropic needs.

## Seriously Good Innovation...in Practice

Innovation is about more than just bright ideas. It is about making them happen! If you ever feel like you could be doing more to make real change, but you just don't have the tools to do it, then this session is for you! Jon will take you on a powerful journey beyond the creative to help you understand what makes a great idea and how to build a strategy that can transform your fundraising and build a truly innovative organization.

## It's Not About You, It's About Them: The New Imperative in Corporate Fundraising

As social issues become business issues, the role of corporate philanthropy is fundamentally changing. CSR, community affairs and citizenship directors are under increasing pressure to demonstrate their value to the business. As such, nonprofits need to rethink the way they are approaching companies. this

webinar will teach nonprofits the latest trends in corporate philanthropy and offer practical tools and guidelines for how to effectively “sell impact” to companies in this new funding environment.

### **Strengthening Foundation Relationships**

Despite significant increases in foundation giving in recent years, too many charitable organizations tend to look at foundation fundraising in a less than strategic manner. For some, the approach to foundations is detached and formulaic. In *Strengthening Foundation Relationships*, John Greenhoe, CFRE, provides an overview of proven strategic methods for building relationships with foundations of varying types and sizes. Drawing upon his unique background as a former journalist, public relations director and constituent major gift officer, John will lead a thought-provoking session that will provide specific strategies for building lasting and fulfilling foundation partnerships.

### **Introducing Donor Touchpoint Management: A Marketing Approach to Donor Relations**

The session will examine donor relations from a marketing perspective and will describe the interactions with the donor, including acknowledgement, recognition and stewardship, as a series of "touchpoints." With this approach, donor relations becomes the management of those interactions or touchpoints. The session will outline specific ways that touchpoints can be planned and managed and how the individuals involved with the donor, both in the development office and beyond, can participate in "touchpoint" management. "Donor Touchpoint Management" expands donor relations beyond the scope of acknowledgement and recognition and describes "everything that happens between asks."

### **Recession Proof Your Annual Campaign**

This session focuses on high-payoff, cost-effective and creative strategies for achieving extraordinary fundraising results-in good times and bad. When the economy is slowing or in a slump, nonprofits must garner additional resources to fulfill their missions and, in many cases, respond to an increased demand for services. In good times, nonprofits want to move forward in achieving their most visionary aspirations. Participants will learn the critical steps for designing and managing a significant and growing annual campaign. Just as important, development professionals will learn how to integrate a major gift initiative into the plan-one based on capital campaign principles-into the plan. In this fast-paced session, participants will learn how to recruit movers and shakers who will help identify, cultivate and successfully approach major gift prospects. Information presented will help assure that top priority, recession-proof activities are accomplished.

### **How to have Conversations with Donors about Planned Gifts**

Fundraisers and volunteers have a natural fear of the planned giving conversation, worried that it requires a discussion of technical issues -- or worse, the donor's death. This practical session will help you overcome those fears to have conversations that will increase your organization's long-term (and even short-term) revenue. You will learn how to identify the top planned gift and endowment prospects, prepare for the conversation, set up the visit, use volunteers on the call, define the roles of each party on the call, and how to open, advance and finish the conversation.

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