

This is THE workshop that will help you raise more money in the most effective manner.

Sponsored by the Rhode Island Land and Water Partnership, through the generosity of Third Sector New England.

First, you have to learn how to keep your donors close and even closer. Raising money is all about nurturing relationships – and identifying those who care about your cause. Next, you have to ask. Asking personally, face-to-face, is the best way.

This TWO PART WORKSHOP will move your organization from thinking about face-to-face solicitation to DOING IT!!! You must attend both sessions to get the benefit of this workshop!

PART 1: Saturday, February 6th, 2010 - 9:00am-3:00pm

*** Snow Date: Sat, March 6th, 9am-3pm***

Keep Your Donors: Building Profitable Relationships That Last

Do you want your fund development program to achieve great things? Then this session will help you – lots!

Fundraising is one of the world's most wasteful industries. It spends \$2 to raise \$1 from a new donor. Then 2 times out of 3, that new donor is lost and never makes another gift. And keep in mind, it costs 10 times more money to acquire a new donor than it does to keep a current one.

But there is a way to improve on these dismal results. Raise your organization's DCQ (donor-centered quotient) and you can realize the full potential of your donors. See the difference when you nurture philanthropic relationships that mature and become more productive over time. Your donors will give longer and more – and be more likely to make a legacy gift.

The bottom line: Poor retention is inevitable unless you adopt a donor-centered approach, which in turn, builds lasting relationships.

Get ready, because this is your job. As staff or board member, your job is to create a donor-centered organization and nurture donor-centered relationships. Do this well and you'll raise more money.

The big question is, are you ready for this change? Is your organization ready? Because there is no silver bullet. There is no quick fix. But there is a feast of proven, well-researched advice.

Start now – and get better fast. This workshop shows you the essentials of building lasting donor relationships. You'll learn how to upgrade your fund development program from one that is merely "transaction-based" to one that is profitably "relationship-based."

Join the guided tour of steps that guarantee good relationships. Learn to operate as a donor-centric organization and avoid counter-productive – yet common – "donor-indifferent behaviors."

Part 2: Tuesday, March 9th, 2010 - 5:00pm-8:30pm

Snow Date: Mon, March 15th, 5:00pm-8:30pm

Asking for Gifts: Yes, you can do it!

Maybe it sounds kinda scary. But really, you can do it.

You find the right people, people who care. You tell stories, stories that matter. You figure out the right gift to ask for and the right person to do the asking. And then you do it.

Together we'll practice. And then you'll practice more by doing it.

This workshop focuses on asking for gifts from individuals and families, and a bit from corporations. *We will not discuss proposal writing and grant applications.*

Registration information:

Here are some guidelines for your attendance.

If you follow these guidelines, this workshop will be highly effective for your organization. If you cannot meet the guidelines, do your best and come anyway!:

- First, you have to attend both sessions. You have to stay for the whole workshop, even the really long one. So save the dates (and the snow dates) now!
 - Workshop #1: Saturday, February 6th - 9am-3pm
 - Workshop #2: Tuesday, March 9th - 5pm-8pm
- Second, do your best to bring a team – and the same team – to both of the workshops. The team should include board members, key fundraising volunteers, and staff, if you have staff. The most effective teams will include at least two board members and a lead staff person if you have one. If you have a development officer, bring him or her, your executive director, and two board members. TIP: For Major Donor fundraising, you really need to involve your board. I promise it is not as scary as it sounds and they won't have to do anything they really feel uncomfortable with. But if they come to the workshops, they will be on board and ready to help.
- P.S. You'll get great handouts that you can copy and use in your organization.

Fee for this TWO PART Workshop:

- Last day to register: February 1st
- \$50 per organization if registration is received by January 15th
- \$75 per organization for registration received after January 15th

Additional benefits:

- Our esteemed Presenter will offer each participating organization one 2 hour follow-up consultation, in-person or via phone for only \$200! Consultation is optional.
- A light breakfast and lunch will be provided for the Saturday workshop. And dinner will be provided for the evening session.

Mail the attached registration form and your registration check for \$50 to:

Woonasquatucket River Watershed Council, Workshop Registration, 27 Sims Avenue, Providence, RI 02909

Questions? Call at 401-861-9046

Simone P. Joyaux, ACFRE, Joyaux Associates is the presenter. Simone is recognized internationally as one of the nonprofit sector's most inspirational and thoughtful leaders. She's an expert in fund development, board and organizational development, strategic planning, and management. Both her books receive rave reviews – *Keep Your Donors: The Guide to Better Communications and Stronger Relationships* and *Strategic Fund Development: Building Profitable Relationships That Last*.

Simone presents all over the world and is a faculty member of the Master's Program in Philanthropy and Development at Saint Mary's University, Minnesota. She serves regularly on boards and founded the Women's Fund of Rhode Island. She has been honored as RI's outstanding fundraising executive and outstanding philanthropic citizen. Visit the Free Library on Simone's website to download dozens of helpful PDFs on board development, planning, fundraising, and more. www.simonejoyaux.com