CLA 2023 Conference: ENTRUSTED

SEMINAR: Essential Elements for Next Level Fundraising

Research tells us donors are giving more but to fewer organizations. Today you will learn the essential elements to be sure you remain top of mind with your donors.

Thoughts to consider…

"If you want to build a ship, don't drum up the men to gather wood, divide the work, and give orders. Instead, teach them to yearn for the vast and endless sea."
Antoine de Saint Exupery

Helen Keller speaking about her friendship with Mark Twain:

"It has been said that life has treated me harshly; and sometimes I have complained in my heart because many pleasures of human experience have been withheld from me, but when I recollect the treasure of friendship that has been bestowed upon me I withdraw all charges against life. If much has been denied me, much, very much has been given me. So long as the memory of certain beloved friends lives in my heart I shall say that life is good."

"In an age of distraction, focus is the new superpower." Carey Nieuwhof

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- Focus on retention is to focus on your health and future

Learning Objective 2:

Learn how to effectively engage your donors in conversations that matter

Engagement is key and asking great questions is the key to engagement

- Be curious
- Let wonder and risk guide you
- Take others and involve others: Go together

Learning Objective 3:

Maximize your board's effectiveness and equip them to succeed in fundraising

- How to activate your board
- Can they tell your story?
- Will they tell your story?
- Use their phone!

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