



Keeping our non-profit organizations informed and educated is a top priority for Aly Sterling Philanthropy. We are pleased to offer our most sought-after **Community Workshops** for your community or organization!

### →The Transformational Trustee: Engaging Your Board in Fundraising

Designed to motivate and inspire, this dynamic workshop will provide an overview of trends in philanthropy, the principles of fundraising, while delving into the powerful and rewarding partnership between non-profit Trustee and staff. Our interaction will include a *Values, Vision and Voice* exercise – a reflection of why your board members value their affiliation with your mission and how they can align these values with your strategic fundraising plan. We'll shatter fundraising "myths" and help your board feel comfortable and confident in their personal skills by developing their own "voice" in the fundraising process, from prospecting and cultivating, to sharing personal stories and playing an important role in gift recognition and stewardship. This workshop is a great primer for new organizations as well as a reminder and "back to the basics" opportunity for more mature organizations looking to re-energize or increase fundraising results.

**Best Audience Fit:** Executive directors, development staff, current board members

### →The Time is Now: Preparing for an Economic (and Fundraising) Turnaround

Your client needs are even greater, and your donors and board members are being negatively impacted by the economy. What's a non-profit to do? The short answer is to take action and make sure your fundraising infrastructure is firmly footed and your donor relationships are more meaningful than ever. We'll explore giving trends and donor responses; complete an organization self-assessment; and leave with critical tactics and techniques non-profits can implement to be grow stronger and more resilient.

**Best Audience Fit:** Executive directors, development and leadership staff, development committees

### →Today's Board Member: a Different Kind of Volunteer | **A Board Catalyst<sup>SM</sup> exclusive!**

What makes a board member a different kind of volunteer? The short answer can seem light on passion and heavy on terms such as fiduciary, strategic and legal responsibility! But today's dramatically different and evolving non-profit sector demands a new kind of board member and a new mode of governance. A board ready to address increased competition, reduced resources, heightened donor expectations, leadership turnover, and concrete strategies for sustainability is more critical than ever before. And selecting the right non-profit, aligned with your own personal and professional values, is essential. With right governance structure and opportunity for meaningful engagement this "different kind of volunteer" can create and establish some of the most significant organizational and personal contributions a mission has ever encountered. Learn the 10 ways to create the most effective, engaged and rewarding environment for your current and prospective board members by building a better governance system today!

**Best Audience Fit:** Executive directors, current and prospective board members and the professional community at-large

## →The Dynamics of the Ask

Fear. Loathing. Avoidance. When it comes to the word “fundraising” these terms are usually found nearby. While most of our non-profits cite “fundraising” as their number one priority, they also cite it as their number one challenge (as do our board surveys too!). Our workshop helps bust a few myths that surround the art and science of donor cultivation and solicitation. We distill things down to a simple step-by-step process, complete with comfortable script ideas and examples of the most typical roadblocks to anticipate and the best responses for which to be prepared. Designed to build confidence and comfort, this workshop is a must not only for staff, but for board members, and key volunteers in any competitive non-profit environment. (And role playing is optional!)

**Best Audience Fit:** Board members, executive directors, development directors, campaign solicitors and volunteers

## →Why Successful Fundraising Begins and Ends with the Executive Director

It’s not a surprise that successful fundraising programs are anchored firmly to an involved and engaged Executive Director. Understanding the role of the Executive Director within your organization’s strategic plan is critical to its success and the overall health of your non-profit. With fundraising turnover at an all-time high, and with the demand for qualified staff outpacing supply, our non-profit leadership must step up and into the role of chief fundraiser. Learn the traits of successful Executive Directors; be able to separate fundraising fact from fiction; better engage board members in the major gift cultivation process and understand the key elements of building a sustainable fundraising program. This workshop is ideal for organizations with – and more importantly, without - development staff.

**Best Audience Fit:** Non-profit executive directors and board development committees

## →Transformational Donor Stewardship – Earning, Retaining & Inspiring Donors for Life

A great stewardship program can be the easiest way for a non-profit to *earn, retain* and *inspire* donors to support your mission. Today, with increasing numbers of donors dissatisfied with the charities they support, there is an even bigger opportunity for non-profits to excel and see their stewardship efforts and investment rewarded greatly. Assisting with this unprecedented opportunity is a growing body of research around what *influences and reinforces* donor behavior and motivation. From our communication strategies, solicitation techniques to our recognition efforts – to gain loyalty we must know *what is*, and more importantly, what *isn’t working* from a donor’s perspective. We’ll start our workshop with an assessment of your current stewardship initiatives and then work towards designing a plan that includes all the critical elements of an integrated – and mutually rewarding - stewardship program for your organization.

**Best Audience Fit:** Current board members, executive directors, development directors and leadership staff

Contact us today to find out more about our **Community Workshops**, their availability and pricing at [info@alysterling.com](mailto:info@alysterling.com) or 419.794.0015.

[www.alysterling.com](http://www.alysterling.com) [www.boardcatalyst.com](http://www.boardcatalyst.com)

