



TWO DAY SEMINAR:
It's Not JUST About the Donor:
The Ultimate Guide to Major Gift Success
May 11th and 18th 2021 | 8:30 – 11:00am

Seminar Outline:

What will you be able to do?

- Start analyzing your own data
- Assess your pipeline and donor file
- Change business direction
- Implement the tools shared with you to have internal conversations and advocate for change
- Identify and take next steps to build the right systems and structures

Session 1: Addressing the Big Problems in Our Industry

- The State of the Non-Profit Sector, including donor attrition, high turnover, the fallacy of being donor-centered, and much more!
- What are we seeing in our data? We'll do a live donor file assessment, key data points that we've noticed across the millions of records we've analyzed, and do a comparative analysis to show the impact having the right structure and approach can have.
- We'll introduce some tools that will help you uncover some of the "red flags" you might be experiencing at your organization.
- The session will be interactive and we'll have breakouts to talk about the red flags you are seeing.
- After the session, you'll receive a survey to help identify the key focus areas for the next session. You'll also have assessments to complete to prepare for the next session.

Session 2: We Can All Lead Change

- How can you initiate change no matter your role? We'll have breakout sessions for Gift Officers and Leaders. We'll talk about roadblocks, anticipating difficult areas, and identify where you can advocate for and effect change in your day-to-day work.
- We'll introduce "The Veritus Way," our system and structure for leading change.
 - We'll look at combining the data and personal donor relationships.
 - We'll share tools for starting to implement this kind of change, especially if you aren't the decision maker.
- We'll have breakout sessions for gift officers and leaders to discuss what the key areas are that you need to address. Example topics could be hiring/retention of fundraisers, internal partnerships, or accountability within the system.
- The session will be interactive with breakout groups and discussion.
- After the session, you'll create an integration plan to put what you learned into action.