



## Nonprofits know the importance of **ENGAGED LEADERSHIP** and **FOCUSED FUNDRAISING** in today's marketplace.

So it's no surprise that organizations that invest in **capacity-building** training and education are more likely to see their missions grow.

*Aly Sterling*  
PHILANTHROPY

### That's why we've developed this practical workshop:

#### The Fundraising Series<sup>SM</sup>

Designed to provide a deeper understanding of why donors give and how your nonprofit can raise more money.

#### Participation in The Fundraising Series<sup>SM</sup> provides:

- ☑ Increased awareness of opportunities in your current fundraising plan.
- ☑ Familiarity with key practices and procedures needed to support fundraising success.
- ☑ Improved confidence in prospecting and making the "ask."
- ☑ Your own compressed Philanthropy Blueprint<sup>SM</sup>, an easy-to-implement 12-month system for communicating, cultivating and stewarding prospect and donor relationships.

### You can't afford to miss this opportunity.



# The Fundraising Series<sup>SM</sup>

Building a better fundraising strategy *from the ground up*



**January 28, February 4 & 11, 2016**

**9 a.m. – 12 p.m. Registration begins at 8:30 a.m.**  
(coffee and pastries provided)

## **Session I: Today's Philanthropic Landscape and the Foundation of Fundraising**

Learn about emerging changes in donor demographics and expectations so you can create a strategy that will keep your organization current in today's competitive market.

## **Session II: The Framework: Critical Elements of Your Philanthropy Blueprint**

Apply what you learn about the foundational elements of fundraising strategy to create a plan (the Philanthropy Blueprint) customized to your organization's needs.

## **Session III: How to Ask and Be Held Accountable for Success**

Master our step-by-step process for soliciting a gift and develop an accountability system to help ensure your new strategy and skills result in success.



**Two participants per organization required to attend to increase workshop impact and inspire implementation within the organization.**



**Register now, space is limited!**

Only \$500 for TWO participants.

Register online at

[alysterling.com/register](http://alysterling.com/register)

Questions? Call 419-794-0015

or email [info@alysterling.com](mailto:info@alysterling.com)

### **Location for workshop:**

BGSU Conference Center

Levis Commons

1655 N. Wilkerson Way

Perrysburg, OH 43551



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



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