



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 SeriesSM

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

Participation in The Fundraising SeriesSM 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 BlueprintSM, 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 SeriesSM

Building a better fundraising strategy *from the ground up*



January 28, February 4 & 11, 2016

8 – 11:30 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

Questions? Call 419-794-0015

or email info@alysterling.com

Location for workshop:

BGSU Conference Center

Levis Commons

1655 N. Wilkerson Way

Perrysburg, OH 43551



alysterling.com



CONSULTANTS IN GIVING AND RECEIVING