

SESSION DESCRIPTIONS:

National Alliance for Musical Theatre

Led by PENELOPE BURK

Keynote Address - DONOR-CENTERED FUNDRAISING

Donor-Centered Fundraising is the breakthrough strategy that enhances donor loyalty and inspires more generous gifts. Based on seven years of research and testing with hundreds of charities and donors, **Donor-Centered Fundraising** is the only statistically-supported fundraising philosophy that brings donors and charities together to achieve measurable, long-term results.

With special information on strategies and approaches for arts organizations, this program explores how donors' sensibilities are changing in response to the economic challenges by answering the question, "What do donors want" and providing fundraisers with a practical strategy that satisfied their needs.

PROGRAM HIGHLIGHTS

Introducing Donor-Centered Fundraising

- Key findings from the research studies on donor communication and recognition
- The fundraising gaps; the growing divide between donors' ability and willingness to give and current fundraising performance
- Attrition: the most serious problem in fundraising today and how Donor-Centered fundraising can bring it under control

Is it *really* the economy...or is it something else going on?

- Details of highly committed donors and what will motivate them to stay loyal and give more generously in 2011.
- How donors plan to give in the current environment and how their changing behavior is motivated by more than just the economy.

Trust, leadership, and flexibility:

- The three critical elements of successful fundraising in a changing world and how to showcase them for donors.
- Surprising information from study donors about what would motivate them to give to a new cause, even when they are cutting back on the number of charities they support.

Breakout Session - COMMUNICATION IS THE ASK

As it gets harder to acquire more donors the sustained loyalty of your existing supporters becomes increasingly important. Intriguingly, donors themselves say that their decisions to give again and give more generously are influenced more by what not for profits tell them when they are not asking for money, than by solicitations. But, in a world where your donors are bombarded with everyone else's information, how can you grab their attention and be confident that they are hearing your message?

Communication is the Ask offers practical advice on how to connect more effectively with donors in an age of information overload and explains what donors need to know and explores how not for profits can become masters of their own messages.

PROGRAM HIGHLIGHTS

WHAT DONORS WANT TO KNOW

Why selling your brand only works once and how measurable results and news trump all other communications; how to talk to your CEO and Board about restricted vs unrestricted giving

COMMUNICATION CHALLENGES

Why donors are drowning in a sea of information and how you can persuade your colleagues to reduce their communications to your donors; how to edit without losing your story's appeal; finding a satisfying balance between intellectual and emotional copy

GETTING THE MESSAGE

Vibrant newsletters and persuasive thank-you letters that get read, absorbed and acted upon.