

NATIONAL PHILANTHROPY DAY 2017

PLENARIES:

MORNING

Storytelling for Fundraisers: It Ain't All Bourbon and Whittlin' in Your Rocker Tom Ahern

Experts scream: "Tell stories! You'll raise more money!" Yes, but....

While stories ARE the vivid, evocative, empathy-arousing servants of fundraising, they are NOT all that matters.

In this summary of what really matters in nonprofit storytelling, attendees will learn the HUGE and profitable difference between **corporate** (what most charities send) and **donor** communications (what few charities send, to their loss). You'll understand the neuro-scientific purpose behind before/after stories (fundraising's bread and butter). You'll discover the quick, essential art of delivering the so-called "Gift of Joy" within seconds to the donor.

LUNCH

The Cost of Growing Philanthropy & All the Gripes That Get in the Way. Tom Ahern, Simone Joyaux, and Dr. Adrian Sargeant

Adrian, Simone, and Tom will explore what they mean by "growing philanthropy" and why it matters. They'll talk about the cost of change, the many gripes, and the dangers of not investing.

Bring your questions, barriers – and the gripes you hear!

AFTERNOON

The amazing do-it-yourself audit. Your donor communications, bless their hearts: Are they any good? - Tom Ahern

Become your own best critic. Build to succeed instead of fail. Abnormally successful donor communications all have a dozen or so things in common.

These secrets derive from many fields: marketing, psychology, eye-motion studies, journalism, and of course fundraising's own vast body of knowledge.

Today, you'll learn what the world's top donor communicators know about the subtle science of persuading people to give and stay loyal -- AND you'll learn to judge your own materials against these very same standards. This session equips you to return to your desk and ruthlessly (but profitably) assess the competence of your donor and prospect communications materials.

TRACK: FUNDRAISERS & COMMUNICATION PROFESSIONALS

MORNING WORKSHOP:

How to Apply Dr. Adrian Sargeant's Essentials of Donor Loyalty Tom Ahern

No one knows more about keeping your donors happy than pioneering researcher and author Adrian Sargeant. He founded and heads (with psychologist Jen Shang) the Hartsook Centre for Sustainable Philanthropy, at Plymouth University in the UK.

Dr. Sargeant has discovered 7 states of mind ("They're aware of consequences," "They trust you," etc.) that tend to convince notoriously fickle donors to continue their giving year after year.

So for fundraisers the urgent question then becomes: How do you apply Dr. Sargeant's insights to your own appeals, thanks and reporting? In this heavily illustrated exploration, Tom Ahern will analyze examples of Adrian Sargeant's loyalty principles at work in an array of donor communications, print and digital, from a wide variety of charities, local and large.

AFTERNOON WORKSHOP:

Building Donor Loyalty - Dr. Adrian Sargeant

In this session we'll explore why retention is such a huge issue for the nonprofit sector in the United States and review current patterns of performance. We'll then outline what difference to strategy an approach based on donor lifetime value can offer, what we mean by the term, how to calculate it and how to implement change as a consequence. The session will also explore the key reasons donors terminate their support, drawing on learning from the commercial sector, but also 25 years of research specifically in the charity context. We will outline the three big drivers of donor loyalty, satisfaction, commitment and trust and explain how each can be measured and enhanced. The session will then conclude by examining sector best practices and the particularly creative practices of a few really innovative nonprofits who have achieved extraordinary retention performance.

TRACK: CEO'S/EXECUTIVE DIRECTORS

MORNING WORKSHOPS

Relationship Fundraising 2.0 - What can we learn from the psychology of human relationships.

Dr. Adrian Sargeant

In this session we will explore the results of a major new research project on relationship fundraising. In it we examined the science underpinning how human beings form relationships with friends and family to see what might be learned for how nonprofits might build more meaningful relationships with their supporters. The session will begin by outlining the circumstances where a relationship based approach might be optimal and where a more transactional perspective (just focusing on providing a base quality of service) might be more appropriate. We'll then examine the psychology of each stage of a relationship, from exploration through growth and commitment. We'll demonstrate the critical role of emotion and dispositional mindfulness in the early stages of a relationship. We'll then explore the fundamental human needs met by relationships and how these develop over time. We'll also outline the critical concept of identity and how by priming that in communications giving can be increased by over 30% while enhancing how good the donor feels about the experience.

AFTERNOON WORKSHOP:

What CEOs Need to Know About Fundraising

Simone Joyaux

Some CEOs have trouble with their fundraisers. Why? Because those CEOs don't know how to hire good fundraisers.

Too many fundraisers have trouble with their CEOs. Why? Because too many CEOs think they know the right stuff – but actually don't.

You can avoid this mess by learning the right stuff. Avoiding your personal opinion. And then finding the best development leader.

TRACK: BOARD MEMBERS/VOLUNTEERS

MORNING WORKSHOP:

Your Board, its Members – and the ~~Joy~~ (Horror?) of Fundraising

Simone Joyaux

Okay. It's not necessarily a joy, the fundraising stuff. But it's not actually a horror either!

Get over it, people. The board is legally accountable for ensuring the money exists. And board members must help get the money and keep the donors.

Learn how all this happens with minimum pain and anxiety. You don't have to have fun. But you do have to do. (P.S. And who helps you do it? The development staff and chief executive!)

AFTERNOON WORKSHOP:

Massive Fundraising: What Does It Take To Double, Triple or Quadruple Your Income

Dr. Adrian Sargeant

Why do some organizations truly excel in their fundraising and others merely get by? In this session we'll explore the results of our study of organizations that have successfully doubled or tripled their donated income in a five year period or less. We'll look at the characteristics of their fundraising leadership, the nature of these individuals and how they spend their time. We'll also look at how they manage teams, culture and organizational structures (such as performance review and remuneration) to help them build their success. But critical to success was not so much the actions that our outstanding leaders took as how they thought about solving their fundraising problems, or the problems that needed to be fixed organizationally to allow fundraising to be successful. We'll look at what was distinctive about their approach and close by exploring systems thinking and the power of developing systems thinking in teams