Chester County
COMMUNITY FOUNDATION

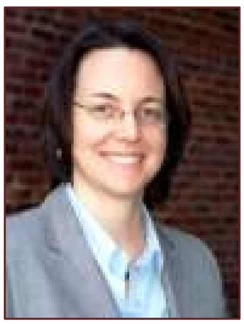
The Lincoln Building
28 W. Market Street | West Chester, PA 19382
610/696-8211 voice | 610/696-8213 fax
www.chescocf.org

Let your legacy make a difference in Chester County

JOIN US FOR THESE HIGH QUALITY, LOW COST CUSTOMIZED WORKSHOPS:

ATTRACTING ENDOWED & PLANNED GIFTS

Site: West Chester University Graduate Business Center, Room 205
1160 McDermott Road, West Chester
Dates: 2nd Friday monthly. 8:30 a.m. registration/coffee/networking, 9-10:30 a.m. workshop
Fee: $40/session, or $350 if you register for the series of 12 *(you can send an alternate if needed)*
Presenters: Selected members of the Chester County Consultants Collaborative (C4)



BUILDING ROBUST ORGANIZATIONS: PREREQUISITES FOR HEALTHY FUNDRAISING SUCCESS

Prioritize organizational management practices that lead to healthy organizations, explore what happens when organizational management is not prioritized, and focus on the fundamentals of building healthy organizations. You'll leave this session with clear priorities, tasks and strategies to build the health of your nonprofit organization, in preparation for enhanced endowment fundraising and programmatic success.
Presented by Meghan McVety, Capacity for Change, www.capacityforchange.com
Friday, March 12, 2010, 9-10:30

STRATEGIC PLANNING: GET TO WHERE YOU WANT TO BE

Strategic planning processes can be as valuable – if not more so – than the product. Join us to develop a better understanding of when to introduce strategic planning, how strategic planning can open the doors for increased financial contributions, and the discipline required to ensure success.
Co-presenters: Pamela Leland, Ph.D., The Leland Leadership Group, www.lelandleadership.com and Jeff Metz, Bloom Metz Consulting, www.BloomMetz.com
Friday, April 9, 2010, 9-10:30

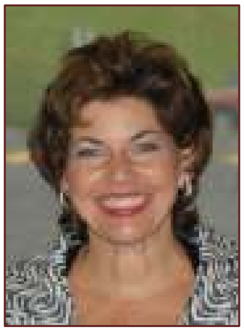
EVALUATING YOUR BRAND FOR FUNDRAISING SUCCESS

We all know the **stand-out** organizations in our communities. They get the press coverage, everyone knows who they are, and raising money just seems to come easily to them. If your organization has high quality programs and stability, but you don't communicate that well, endowment and planned giving donors will put their money elsewhere. Do your communication tools (brochures, website, annual report, media relations) make you look like a winner? From reviewing your organization's key messages to critiquing your website, learn how to take a critical look at your organization's brand from the perspective of a major gift donor.
Presented by Kristine Parkes, CFRE, Krisp Communications, www.krispcommunications.com/
Friday, May 14, 2010, 9-10:30

Making the Case: Inspiring & Motivating Prospective Endowment & Planned Gift Donors

Making the case and telling the story about your organization's work, is essential to inspire donors to make major gifts. The need must be described in a compelling way that speaks to the prospect's interests and passion. The organization's leadership must inspire confidence that the donor's investment will be well used and carefully stewarded. And donors need to see how their gift will truly make a difference. Join us to compare and contrast successful and not so successful case statements and strategies.

Presented by Corrine Sylvia, CFRE and Constance Carter, CFRE, Sylvia/Carter and Associates
www.sylviacarter.com
Friday, June 11, 2010, 9-10:30



Starting, Keeping & Growing Donor Relationships

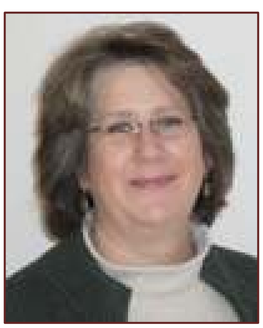
Satisfactory donor relationships result in larger levels of giving, consistent giving, and major and planned gifts. This session takes the mystique out of this critically important and often missed element of fundraising and focuses solely on the art of relationship-building with donors and prospects. Learn how to initiate relationships, warm up "cold calls," foster commitment, and channel relationships into lasting organizational support. Discover how to integrate donor-focused strategies into the total development program.

Presented by Noel M. Stanek, Kane Stanek Associates, kanestanek@comcast.net
Friday, September 10, 2010, 9-10:30

Planned Giving Signals: Recognizing Opportunities

We'll focus on the "signals" of how to identify a potential planned giving prospect. By focusing on the profile of prospective donors, you can better understand what planned giving options to suggest, when to highlight the possibilities, and how best to ensure the prospect becomes a donor. We'll review the most widely used planned giving vehicles, so you'll feel more comfortable with the terminology and concepts.

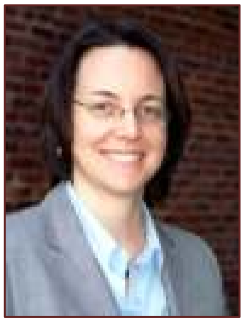
Presented by Seth Bloom, Bloom Metz Consulting, www.BloomMetz.com
Friday, October 8, 2010, 9-10:30



Staff Role: Building Board Fundraising Capacity

Resource development is an essential role for every board member, and critical to a nonprofit's financial health. Unfortunately, these roles are also ones that board members struggle with most often. Join us to explore the reasons behind the lack of involvement. Learn specific methods and strategies to promote better board involvement and success in resource development.

Presented by Pamela Leland, Ph.D., The Leland Leadership Group,
www.lelandleadership.com
Friday, November 12, 2010, 9-10:30



Building Your Network

Engage in a series of fast-paced and fun activities to learn and practice networking skills, to capture the essence of your organization's work, and to outline individual networking strategies for the upcoming year—strategies that will build buzz about your nonprofit organization and attract new major gift, planned gift and endowment supporters.
Presented by Meghan McVety, Capacity for Change, www.capacityforchange.com
Friday, January 14, 2011, 9-10:30

Marketing Planned Giving: Practical Best Practices

The vehicles for marketing your nonprofit's planned giving program likely exist in your organization already. With broadened awareness and a cooperative spirit, these tools may be tweaked to promote planned giving cultivation with little additional cost. Develop a coordinated marketing strategy to attract planned giving donors and the people who influence planned giving decisions. We will highlight proven techniques such as spheres of influence, intent letters, the role of volunteers and donor stewardship.
Presented by Seth Bloom, Bloom Metz Consulting, www.BloomMetz.com
Friday, February 11, 2011, 9-10:30

Capturing & Communicating Nonprofit Impact

Clearly communicating your nonprofit's impact is essential to attract and maintain major supporters. Successful nonprofits document, assess and present the story of their work: why they do what they do, how they do it, and what it achieves. Learn simple approaches to map your nonprofit's work and evaluate outcomes. Leave with easy, indispensible tools that capture the impact of your nonprofits' work and strengthen relationships with all constituents.
Presented by Meghan McVety, Capacity for Change, www.capacityforchange.com
Friday, March 11, 2011, 9-10:30

Can We Really Get an Ultimate Gift?

Many nonprofits don't realize that a wealth of planned giving possibilities lie right in their annual fund donor database. Most planned gifts emanate from habitual annual donors. Loyal giving behavior frequently trumps gift size as a predictor of planned giving. Learn key marketing strategies for turning donor loyalty into ultimate gifts.
Presented by Donna Melton, Just In Time! Communications, www.justintimecomunications.com
Friday, April 8, 2011, 9-10:30

The Role of Estate Planning Attorneys

People meet with their estate planning attorneys to get their affairs in order. With cultivation over time, the result can be major legacy endowed gifts. Learn from the region's top estate planning attorneys about their involvement in planned giving philanthropy decisions.
Estate Planning Attorney Panel: to be confirmed
Friday, May 13, 2011, 9-10:30

--REGISTER TO ATTRACT ENDOWED & PLANNED GIFTS—

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Dates/Topics/Presenters:
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___Fri., April 9, 2010: **Strategic Planning** with The Leland Leadership Group & Bloom Metz Consulting
___Fri., May 14, 2010: **Evaluating Your Brand** with Krisp Communications
___Fri., June 11, 2010: **Making the Case** with Sylvia/Carter & Associates
___Fri., Sept. 10, 2010: **Donor Relationships** with Kane Stanek Associates
___Fri., Oct. 8, 2010: **Planned Giving Signals** with Bloom Metz Consulting
___Fri., Nov. 12, 2010: **Staff Role in Board Fundraising** with The Leland Leadership Group
___Fri., Jan. 14, 2011: **Building Your Network** with Capacity for Change
___Fri., Feb. 11, 2011: **Marketing Planned Giving** with Bloom Metz Consulting
___Fri., March 11, 2011: **Communicating Impact** with Capacity for Change
___Fri., April 8, 2011: **Ultimate Gift** with Just In Time! Communications
___Fri., May 13, 2011: **Estate Planning Attorney** Panel

Register online securely with your Visa/Mastercard at **www.chescocf.org** or fax/mail this form:

Name(s):____

Org:____

Address:____

City, State, Zip:____

Phone:____________________ Fax:____________________ E-mail:__________________________

Enclosed is my check for $________________ made payable to: **CCCF C4**

Charge my ___Visa ___MasterCard #:____________________________

Exp. Date:_____/_____ Sec. Code:___________ Signature on card:______________________________

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Chester County Consultant's Collaborative (C4) is a field of interest fund organized under the auspices of the Chester County Community Foundation. EIN 23-2773822.

Send to: CCCF C4 Workshops
28 West Market Street ~ The Lincoln Building ~ West Chester, PA 19382
Phone (610) 696-8211 Fax (610) 696-8213 info@chescocf.org www.chescocf.org

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