



JOIN US FOR THE NONPROFIT LEADERSHIP SUMMIT

September 27th-28th and 29th, 2016

Listening to your feedback and advice over this past year, we are bringing together the best of the best of national nonprofit consultants to help you gain access to the training you need to succeed in growing your nonprofit in 2017.

Here's a nonprofit leadership summit for you! For just the low price of \$297 (until July 30th) you get:

1. Three days of dynamic speakers from all areas of the nonprofit world.
2. 12 sessions focused on helping YOU succeed in your fundraising, whatever that looks like for you.
3. Expert advice from top-rated national leaders on how to do major gifts, structure your fundraising plan, find more sponsors, and MORE.
4. Insider secrets on how to create a successful capital campaign.
5. Serious expert advice on how to create a healthy monthly giving program.
6. A Comprehensive 4 Week Fundraising Planning e-course worth \$137
7. Incredible access to 7 deep dive sessions where you can get real-time action steps for the most effective fundraising methods for YOU.
8. All conference recordings from September 27th-29th 2016 so that you can watch and learn when it's convenient for you.

Session schedule:

Sept 27		
Time	Title	Presenter

9:00-10:15am PT	Next Level Fundraising	Mazarine Treyz
11:30-12:45pm PT	Creating a more effective board	Andy Robinson
1:30-2:45pm PT	Getting ready for a Capital Campaign	Andrea Kihlstedt
3:00-4:15pm PT	Running a Strengths Based Team	Kishshana Palmer
Sept 28		
Time	Title	Presenter
9:00-10:15am PT	Taking your monthly giving to the next level	Erica Waasdorp
11:30-12:45pm PT	Fundraising the SMART Way	Ellen Bristol
1:30-2:45pm PT	Creating More Effective Cross-Sector partnerships	Bruce Burtch
3:00-4:15pm PT	New Research: Averting a Nonprofit Leadership Crisis	Marc Pitman
Sept 29		
Time	Title	Presenter
9:00-10:15pm PT	Getting more out of your fundraising program with Digital Engagement based Fundraising	Greg Warner
11:30-12:45pm PT	How to get more Major Gifts	Jeff Schreifels
1:30-2:45pm PT	5 Tips to Boost Donor Retention	Shanon Doolittle
3:00-4:15pm PT	Creating a better fundraising plan	Mazarine Treyz

Each session is 60 minutes long, with 10 minutes for questions.

Each participant will also get a 4 week course on Fundraising Planning, and a chance to attend 7 Deep Dive Sessions on Donor Retention, Fundraising Planning, Running a Strength Based Team, Fundraising the Smart Way, Monthly Giving, and Creating Cross-Sector Partnerships.

For more information please contact:

Mazarine Treyz 503-673-3863 info@nonprofitleadershipsummit.com

Session descriptions (These session descriptions are subject to change and may not be in their final form)

DAY 1: September 27th, 2016

Mazarine Treyz

Giving Downturn 2016 and what you can do about it: Next Level Fundraising

Tuesday, September 27, 2016

09:00AM - 10:15AM (PST)

How to take your nonprofit to the next level? What does that look like? Using research from the Atlas of Giving, we will look at the current state of fundraising, what is causing a giving downturn, and what we can do about it. We will cover different nonprofits and how they are cutting costs, setting themselves apart, and innovating.

You will learn:

- 2016 Atlas of Giving Trends
- What is Next Level Fundraising?
- Case Studies
- How to cut out what's not working
- Determining your needs
- Essential market research
- Hurdles to implementing
- Creating systems. Processes vs. Goals

Andy Robinson

Building a Board that Works

Tuesday, September 27, 2016

11:30AM - 12:45PM (PST)

To be effective, nonprofits must recruit board members who support their ideals, represent the diversity of the community, and bring a wide range of skills.

This workshop covers:

- Finding and filling the gaps on your board
- Creating and using a board "job description"
- Roles and responsibilities of board members.
- Running effective meetings
- Training and motivating your board to raise money

Andrea Kihlstedt

Get Ready for a Gangbusters Capital Campaign

Tuesday, September 27, 2016

01:30PM - 2:45PM (PST)

Do you need more space?

Have you put off renovating your building?

Are you bursting at the seams? If so, this session with capital campaign expert, Andrea Kihlstedt, will set you up for a successful campaign that can solve your problems. In a short hour, you'll learn:

- What capital campaigns really are and why they work.
- What kind of campaign is best for your organization
- The truth about endowment campaigns and whether you should have one
- Whether and when to hire a capital campaign consultant (including the real skinny on feasibility studies)
- A simply to know when you're ready for a successful campaign, and
- What to do if your board isn't a "fundraising board" but you've got to do a campaign.

Join capital campaign expert Andrea Kihlstedt to find out how to set yourself up for success.

Kishshana Palmer

How to manage and get more out of your fundraising staff

Tuesday, September 27, 2016

03:00PM - 4:15PM (PST)

Your fundraising shouldn't be left to chance. How do you manage your fundraising staff to get them in the sweet spot of doing their best work, and loving their job?

In this session we'll:

- Dive deep into strengths based leadership for fundraisers
- Case studies of several organizations and how they reorganized their fundraising tasks
- Help you discover your own management strengths and how these can support your

fundraisers

- Create a strengths based staffing plan to help you get all staff operating at peak efficiency

DAY 2: September 28th, 2016

Erica Waasdorp

Monthly Giving Taken to the Next Level

Wednesday, September 28, 2016

09:01AM - 10:30PM (PST)

Learn about Monthly Giving from the author of Monthly Giving: The Sleeping Giant, Erica Waasdorp, President A Direct Solution. You will learn how to get more out of your monthly giving program, including:

- How to recruit more people for your program
- Preventing monthly donors from lapsing and
- Reactivating those who've lapsed
- How to do include phonecall follow-ups to physical mailings
- How soon to ask for an upgrade
- Ways to give meaningful experiences to monthly donors
- AND MORE!

Ellen Bristol

Why we need a fundraising revolution: Fundraising the Smart Way

Wednesday, September 28, 2016

11:30AM - 12:45PM (PST)

How come so many nonprofit leaders continue to worry and struggle with inadequate budgets, high turnover among development staff, and demands from the board for more events? Why is donor retention still so poor, hovering below 40%? And most important, what should we do about it all?

We'll review fascinating findings from Ellen Bristol's five-year research study of staff fundraising productivity, which shows how "leaky" the vast majority of fundraising "buckets" continue to be, even in a stronger economy.

She proposes an innovative model that's evidence-based, quantifiable, and surprisingly easy

to adopt.

Learning objectives:

1. Gain appreciation for the low levels of productivity in fundraising shops, and how they could be impacting participants' financial success
2. See how simple, straightforward metrics and performance indicators can create a safe and empowering environment for development staff
3. Clarify marketing and cultivation efforts by establishing a documented ideal-donor profile
4. Encourage more state-of-the-art management techniques, to benefit staff engagement and stakeholder satisfaction
5. Adopt the concept of the opportunity pipeline, and use it to improve individual, team and agency-wide financial performance
6. Create an environment of accountability, improving overall fiscal health and teamwork at every level of the organization.

Bruce Burtch

Getting the money and benefits flowing: Creating Better Cross-Sector Partnerships

Wednesday, September 28, 2016

01:30PM - 02:45PM (PST)

Are you competing with similar nonprofits for donors? Are you wondering how to keep getting sponsorships and partnerships when corporations or governments tighten their belts? You're not alone.

This session will help you learn:

- The 41 benefits that corporations get from partnering with you (how to articulate these)
- Business Value Proposition: How to approach corporations in a way that helps them say yes
- Why government would partner with you- and how to get their attention
- Ideas for creating unique cross-sector partnerships
- Case studies of cross-sector partnerships that work
- Getting to the right people to help you get partnerships
- Critical Steps In your game plan to create successful partnerships
 - As a special bonus, each participant will get a PDF copy of Bruce Burtch's groundbreaking book, Win-Win for the Greater Good.

Marc Pitman

Averting the Crisis in Nonprofit Leadership

Wednesday, September 28, 2016

03:00PM - 04:15PM (PST)

Talk to any nonprofit and they'll tell you good leadership talent is hard to find. And even when a talented person is found, she is expensive to hire. But with 10,000 Baby Boomers retiring every day, finding good leadership talent is only going to be more challenging. However, there are things we can do to fix it. Join us to learn from executive coach and leadership expert Marc A. Pitman about the discoveries from his latest research project.

You'll learn:

- The latest statistics on the state of nonprofit leadership
- The surprising importance of strategic planning (and why not having a strategic plan is sabotaging your efforts to retain leaders)
- How to bring your nonprofit board, staff, and volunteers into alignment with your nonprofit's focus
- Simple moves you can make now to start training your next leaders at little to no cost (and why that is so important to Millennials)

DAY 3: September 29th, 2016

Greg Warner

Digital Engagement Fundraising-Making the Most of Limited Resources to Automate Donor Relationships

Thursday, September 29, 2016

09:00AM - 10:15AM (PST)

Have you ever had trouble getting your donors to answer their phone?

Are you tired of trying to reach out to build a relationship and getting no response?

Maybe our donors want to engage with us in a different way. What if you could take advantage of digital automation and STILL build donor relationships?

You will learn:

- How to lead your donor to make a second donation with email
- Surveys that help you cultivate donors
- Finding who has a donor advised fund-and getting 1000% more of a gift!

And more!

Jeff Schreifels

The 7 Pillars of Major Donor Fundraising

Thursday, September 29, 2016

11:30AM - 12:45PM (PST)

Are you wondering how to start a major gift program for your organization? Or, do you have one but it's floundering and you're not quite sure how to get it back into shape?

Do you have inkling that the donors you have in your database could give more, but you don't know what to do?

Hold the phone, stop the presses, we have a seminar for you. Jeff Schreifels, Senior Partner with Veritus Group is going to present to you The 7 Pillars of a Major Gift Program. This presentation is meant to help you whether you're just starting in major gifts or trying to jumpstart a current program and take it to another level. Veritus Group is a leader in the industry about major gifts.

Believe me, you will leave the presentation energized and eager to move your major gift program to a whole new level. You will learn:

1. Why you need to have QUALIFIED donors in your portfolio ONLY!
2. Why you can't go after the MONEY!
3. What the #1 reason is donors give to other organizations and not yours.
4. How to effectively cultivate, steward and ask donors for gifts
5. What the true secret is to achieving success in major gifts...It's not what you think!

Shanon Doolittle

5 Fail-Proof Strategies to Boost Donor Retention

Thursday, September 29, 2016

01:30PM - 2:45PM (PST)

Is the theme song for your fundraising program, “Another One Bites the Dust?” It’s time to fix that. And wouldn’t you know it, it’s actually one the easiest fixes in fundraising. Why?

Because over and over again, donors have shared what they want to receive from us before they make their next gift.

What's the difference between successful nonprofits and struggling ones?

The successful ones listen to their donors and deliver. And now you can too!

In this session, you’ll learn:

- Why you can’t ignore your donor retention rate
- What donors want after they make a gift to your nonprofit
- How and why you need to re-write your thank you letters
- Why phone calls are the best tool in your donor retention toolbox
- Why handwritten and snail mailed thank you notes matter
- The super-duper importance of sending donor impact reports
- How consistent, story-driven communications help you stay top of mind with your donors

Mazarine Treyz

Make a Better Fundraising Plan for 2017

Thursday, September 29, 2016

03:00PM - 4:15PM (PST)

According to the Individual Donor Benchmark Report's survey of over 200 small nonprofits in 2015, the #1 thing that makes a successful fundraising program is actually making a fundraising plan. Not spending more money on fundraising. Not getting more board involvement (though that is good). It's all about your plan. If you have a plan or you've never made a plan, in this session, you’ll learn:

- Fundraising planning quick and easy
- How NOT to make a fundraising plan
- Your One-Page Fundraising Road-map
- Your fundraising game-plan - when to break it down
- Getting granular with communications, events and more.
- Putting it into practice

If you're tired of operating in crisis mode, if you wish you weren't just winging it all the time, then join us for this session and plan to succeed in 2017!

For Presenter Bios please see <http://register.nonprofitleadershipsummit.com>.

Frequently Asked Questions about the Nonprofit Leadership Summit

Who should come to the Nonprofit Leadership Summit?

If you're a nonprofit founder, Executive Director or CEO, you should come to the Nonprofit Leadership Summit.

If you're a fundraising professional who wants to learn more about major gifts, monthly giving, capital campaigns, or next level fundraising strategies, you should really come to the Nonprofit Leadership Summit.

If you're a nonprofit board member who wants to learn more about fundraising, you should definitely come to the Nonprofit Leadership Summit.

What can I learn at the Nonprofit Leadership Summit?

You can learn:

- The 7 Pillars of a Successful Major Gifts Program with Jeff Schreifels
- How to run a successful capital campaign with Andrea Kihlstedt
- Trends in Giving in 2016 and how to stand apart in 2017 with Mazarine Treyz
- How to go beyond sponsorships and create long lasting cross-sector partnerships with Bruce Burtch
- Getting More Out of your Staff with Fundraising Strengths Assessments with Kishshana Palmer
- Making Your Monthly Giving Program EVEN MORE Successful with Erica Waasdorp
- How to get your donors engaged with few resources and little time with Greg Warner
- Putting it all together: How to make your Fundraising Plan for 2017
- AND MORE!

When is the Nonprofit Leadership Summit?

Tuesday, September 27th, Wednesday September 28th and Thursday September 29th, 2016. The sessions start at 9:00am PT each day.

If I miss a session, will they be recorded?

Yes! Each attendee gets access to all recordings for the summit as soon as the summit is over.

If I miss this summit, will there be another one soon?

No, unfortunately, we won't have another summit until Fall 2017. Join us now to make 2017 better than 2016 for your nonprofit fundraising!

When does the early bird end?

The early bird ends July 30th, 2016. Then the price of the conference rises to \$397 until August 30th. Then the price of the conference rises to \$497.

What is a deep dive session?

The Deep Dive Sessions are available to registrants who want to work in small confidential groups around specific session topics like major gifts, capital campaigns, Fundraising the SMART way, and more. Each session is 2 hours long, with a select group of nonprofit leaders to help you succeed. Each Deep Dive session will be focused around helping YOU take concrete action from the summit. Each Deep Dive session is \$100. Learn more about the deep dives by contacting: info@nonprofitleadershipsummit.com

Are deep dive sessions included in the summit price?

No, these are \$100 each above the summit price. Such a deal! These sessions will be powerful for your nonprofit if you've ever been stuck after a conference and wondering how to implement your notes. These sessions will help you implement, brainstorm and get ideas from nationally known trainers and other nonprofit leaders.

Can we get a group rate?

Yes! For groups of 4 or more, just contact info@nonprofitleadershipsummit.com and you will get a discount.

What's your refund policy?

If you are dissatisfied for ANY reason, just email us at info@nonprofitleadershipsummit.com within 30 days of the end of the conference to receive a full refund, no questions asked.

Can I get CFRE Credits for this Summit?

We are working with CFRE international right now and will let you know as soon as we can how many credits are available for this summit.

Why did you create the Nonprofit Leadership Summit?

We created this summit because many nonprofits need help to go from a modest yearly budget to something more substantial. Whether you're just starting your monthly giving or major gifts program, or looking to start a capital campaign, we can help you start out on the right foot, or take your current program higher.

Who is running the Nonprofit Leadership Summit?

The Nonprofit Leadership Summit is run by a group of nonprofit leaders who saw a need for serious training to help struggling nonprofits overcome growth issues. The Summit concept was created by Mazarine Treyz, CEO of Wild Woman Fundraising.

How can I get in touch with you?

You can call 503-673-3863 or email info@nonprofitleadershipsummit.com and we will get back to you within 48 hours.