WEBCAST

STRATEGIC STEWARDSHIP FOR MAJOR AND PRINCIPAL DONORS

January 24, 2017 :: 1:00 - 2:30 p.m. EST

Understand how to better steward your biggest and most important gifts to encourage future giving.

OVERVIEW

Learn a process for developing creative and customized stewardship plans for your highest-level donors. We will discuss how you can learn unique information about your donors and use it to form a stewardship plan that creates meaningful moments and encourages subsequent gifts. Our expert instructor will lead you through:

- → Implementing strategic and customized donor relations
- → Developing opportunities around eight areas of engagement
- → Using a template to create a customized stewardship plan

SAMPLE STEWARDSHIP PLAN

Included with your registration is a sample stewardship plan for top-level donors. You can use this sample as a guide when crafting your own stewardship plan for this critically important group of donors.

VISIT EVENT PAGE

www.academicimpressions.com/webcast/strategic-stewardship-major-and-principal-donors

WHO SHOULD ATTEND

This webcast will benefit those working with donors who want to better steward larger gifts, and help lay the framework for future giving. This may include professionals from donor relations, major or principal gifts, and/or advancement leadership.

LEARNING OUTCOME

After participating in this online training, you will be able to better develop a strategic stewardship plan for your highest-level donors.

CONTACT US FOR MORE INFORMATION

Contact Gwen Doyle, Program Manager at gwen@academicimpressions.com or 720-988-1258 if you'd like additional information about the program.

AGENDA

Tuesday, January 24, 2017 :: 1:00 - 2:30 p.m. EST

- **Strategic Stewardship in Practice**
  - The look and feel of customized donor relations
  - Perfecting the “surprise and delight” factor
- **Eight Areas of Engagement**
  - Understanding the different areas of focus for your plan
  - Examples in each area
- **Walkthrough: Sample Strategic Stewardship Plan**
  - Work it out: using a template to begin
  - Considerations for each plan
  - Things you should know about your donors

INSTRUCTOR

Lynne Wester, **Donor Relations Guru**
Lynne is a frequent conference speaker and a well-known resource for donor relations and fundraising. She has been featured in *The Washington Post*, *CURRENTS* magazine, *The Chronicle of Philanthropy* and other industry publications. Lynne also created the website and blog www.donorrelationsguru.com where she shares her expertise, opinions, and collections of samples on a variety of topics to the greater development world and hosts a monthly webinar series.

Using her hands-on approach, Lynne works with many organizations to help them keep their focus donor driven, technology savvy, strategic, and always with a splash of good humor. She received her undergraduate degrees from the University of South Carolina and is a loyal gamecock alumna, donor, and fan, and holds a master’s in strategic fundraising and philanthropy with an emphasis in higher education.

PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING & REGISTRATION (CIRCLE ONE)

BEST VALUE	LIVE WEBCAST	WEBCAST RECORDING	WITH AI PRO MEMBERSHIP
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EARLY BIRD PRICING
Postmarked on or before January 17, 2017. After January 17, 2017, an additional $75.00 fee for the first connection and $50.00 fee for each additional connection applies.

REGISTER ONLINE or below.

PAYMENT METHOD:
We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the “invoice me” option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

Print Name | Job Title

Institution/Organization

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CREDIT CARD

AMOUNT TO CHARGE:________________

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Billing Address | Billing City | Billing State

Billing Zip Code/Postal Code | Exp. Date | Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)

CHECK/INVOICE

☐ My check is included and covers __________ registration(s) Check # ____________________________________