



SMALL EVENTS FOR DONOR CULTIVATION

February 7, 2017 :: 1:00 - 2:30 p.m. EST

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Are you moving toward smaller donor events?

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OVERVIEW

Learn how to create a cultivation strategy that includes smaller, more personalized donor events to engage some of your institution's most avid supporters. Also known as "salon events", these intimate events that often take place in donors' homes, or other unique settings, are the ideal way to connect with donors strategically and develop the philanthropic relationships that matter most. Get details, tactics, and planning documents that you can use to ensure a successful donor cultivation experience.

"We have been talking about developing an event strategy for years - yet never knew exactly where to start. This webcast not only provided us with great information but also with resources to help us get started"

- Leigh Sjogren, Director of Advancement Events at Worcester Polytechnic Institute

"We actually didn't have any idea the level of strategic planning that could be employed for salon events. This was a thoughtful presentation on creating these events from start to finish - and beyond. Thank you Kathy!"

- Cynthia Mikimoto, Senior Prospect Management Analyst & Megan Simpson Gift and Records Specialist, California Institute of Technology

[VISIT EVENT PAGE](#)

www.academicimpressions.com/webcast/small-events-donor-cultivation



ADDITIONAL RESOURCES

Included with your registration are a number of resources that will help you develop successful small donor cultivation events on your campus. You will receive:

- Event Strategy Sheet
- Host Overview and Expectations
- Planning Questionnaire
- Best Practices for a Successful Donor Engagement Experience

WHO SHOULD ATTEND

Advancement professionals involved with cultivating, soliciting, and stewarding top donors will learn how to effectively execute a small donor cultivation event.

LEARNING OUTCOME

After participating in this online training, you will be able to take a strategic approach to donor cultivation events that fit your institutional needs.

CONTACT US FOR MORE INFORMATION

Contact David Boggs, Associate Program Manager David.Boggs@academicimpressions.com or 720-988-1215 if you'd like additional information about the program.



AGENDA

Tuesday, February 7, 2017 :: 1:00 - 2:30 p.m. EST

- ➔ **The Changing Landscape of Donor Cultivation**
 - What is a small donor cultivation event?
 - Utilization of cultivation events
 - Different types of cultivation events (Jeffersonian, etc.)
- ➔ **Developing a strategy for small donor cultivation events**
 - Themes
 - Different models to fit your institution's needs
 - Identifying your donor segments
- ➔ **Resourcing your events**
 - Roles of staff in cultivation events
 - What this looks like in practice
- ➔ **Event Metrics**
 - The use of event metrics in planning
 - Event metrics for different teams in your shop
 - Getting Started



INSTRUCTOR

Kathy Drucquer Duff, KDD Philanthropy

Built upon a passion for the impact of philanthropy and the relationships that make it possible, Kathy Drucquer Duff's 23 plus year advancement career underlies the expertise she provides to clients. Kathy is an executive advancement officer who has led teams in building transformative strategies: strategies that allow staff and colleagues to transform through growth, purpose and commitment, and strategies that allow donors to transform themselves and their passions through giving.

Kathy is helping non-profits and institutions transform the way they practice philanthropy to secure their success in the long term. She provides this expertise from her experience in developing fundraising plans that have secured gifts of up to 9 figures, and in building strategic talent management models that can be used by organizations of all sizes and operating budgets.

Kathy's "grow your own" fundraiser model was developed during the economic downturn of the 2000s when limited budgets did not allow for the robust hiring of new development staff. Instead, Kathy built a structured talent management program that maximized existing resources, inspired loyalty, and generated fundraising results. This approach has led to comprehensive programs in donor pipeline development, talent acquisition, new-hire onboarding, individualized retention, and in-house professional development.

Kathy has developed her breadth and depth of expertise at large, sophisticated institutions:

- Served as Associate Vice Chancellor of University Development at University of California San Diego (UCSD); led a team accountable for an annual goal of over \$70 million.
- Served as Vice President of Philanthropy for the Sharp HealthCare Foundation; designed and implemented a system-wide campaign approach and team structure for the Inspire campaign.
- Served as Associate Vice President of University Relations and Development for San Diego State University; led fundraising for the L. Robert Payne School of Hospitality and Tourism Management, including securing its naming gift; co-created an interdisciplinary fundraising plan for the university's first \$500 million comprehensive campaign.

Kathy is a sought-after consultant and speaker for industry associations including CASE and ADRP. She teaches a variety of fundraising essentials courses and webinars for Academic Impressions.



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 31, 2017. After January 31, 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.

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