



FUNDRAISING ESSENTIALS: MAKING THE COLD CALL

Tuesday, March 7, 2016

1:00 - 2:30 p.m. EST

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Improve your success rate for scheduling first appointments with prospects.
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OVERVIEW

Get practical tactics and techniques you can use to ease your nerves as you reach out to prospects and secure initial appointments. Exclusively dedicated to the art of cold calling, this webcast will cover:

- What information you absolutely need to make a call
- Tips for securing an initial appointment, including moving through assistants
- Phone call scripting and role-playing

You will leave this webcast prepared to use strategies that will help you increase your appointment success rate.

WHO SHOULD ATTEND

New major gift and annual fund leadership giving officers will learn effective techniques for planning contacts, securing appointments, and obtaining prospect information for initial visits.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/webcast/fundraising-essentials-making-cold-call-march-2017#Overview



LEARNING OUTCOME

After participating in this online training, you will be able to use improved cold calling strategies to increase your appointment success rate.

FUNDRAISING ESSENTIALS SERIES

This webcast is the first in a series of events focused on fundraising essentials—the core tools and techniques you need to be a successful fundraiser. **Save 25% when you register for the entire series.**

[View the Four-Part Series.](#)

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, March 7, 2016 :: 1:00 - 2:30 p.m. EST

➔ **Making the Call: What you need**

- Finding background prospect information
- Creating a prospective written conversation outline
- Demonstrating institutional knowledge and passion

➔ **Moving Through Receptionists and Assistants**

➔ **Outlining or Scripting Your Meeting**

- Introducing yourself, moving the conversation, and inspiring the meeting
- What to note during and after your call
- Getting by common excuses and rejections

➔ **Samples of Written Plans**

➔ **Addressing Common Cold Call Challenges: Role-plays**



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
Live Webcast + CD Recording	Live Webcast (Additional connection \$195 each)	CD Recording (\$35 shipping fee outside of U.S. and Canada) or Digital Recording
\$525	\$350	\$350

EARLY BIRD PRICING

Postmarked on or before February 28, 2017. After February 28, 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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