



WRITING WORKSHOP FOR ADVANCEMENT PROFESSIONALS

May 9, 2017 :: 1:00 - 2:30 p.m. EDT

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Learn how to write more effective and consistent communications to your donors.
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OVERVIEW

Bring your pen and paper! This online training is designed as an interactive workshop to enhance your advancement writing skills. You will learn how to create donor-centered communications, workshop real-life examples, and improve the consistency of written communications from your shop. Throughout this training, our expert instructors will be providing feedback on your writing and we will also examine:

- Daily correspondence with donors, including emails and thank you letters
- Event and program communications
- Larger scale proposals and case statements

Throughout this training our expert faculty will be workshopping and offering consulting advice on your writing samples.

ADDITIONAL RESOURCES

In addition to the webcast, all of our registrants will receive a packet of resources that includes:

- Writing exercises worksheet, to be used during the webcast
- Writing manual that you can use as an ongoing resource
- Writing samples with speaker feedback and suggestions for improvement
- A transcript of activities performed during the webcast

[VISIT EVENT PAGE](#)

www.academicimpressions.com/webcast/writing-workshop-advancement-professionals-may-2017



WHO SHOULD ATTEND

This webcast is designed for frontline fundraisers, alumni relations professionals, gift officers, and anyone who communicates directly with donors. This webcast is not designed for full-time copywriters.

LEARNING OUTCOME

After participating in this online training, you will be able to write more effective and more consistent communications to your 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, May 9, 2017 :: 1:00 - 2:30 p.m. EDT

➔ **Dos and Don'ts of Advancement Communications**

- Common pitfalls
- Understanding your voice and communication style

➔ **The Four Pillars of Donor Communications**

- Information
- Persuasion
- Gratitude
- Impact

➔ **Ensuring Consistency across Your Shop**

- Cross-team collaboration to maintain more uniform donor communications
- Best practices for ongoing implementation

➔ **Workshopping Examples**

INSTRUCTOR

Debbie Meyers, Senior Director of Stewardship, University of Maryland

Debbie heads up the donor relations team at the University of Maryland after serving in donor relations and stewardship roles at Carnegie Mellon University and the University of Florida Foundation. Debbie was director of stewardship and donor relations at the University of Florida Foundation for nine years, serving as a central resource to forty-five development officers at twenty colleges and units. Her development career began in 1986 as publications director for the health center development office at UF. She also was development and alumni director at Bishop Moore Catholic High School, her alma mater. She is a founding board member for Association of Donor Relations Professionals.

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)

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EARLY BIRD PRICING

Postmarked on or before May 2, 2017. After May 2, 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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