



FUNDRAISING ESSENTIALS: MAKING THE ASK

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

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No matter where you are in your career, chances are you could stand to improve your solicitation skills.

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OVERVIEW

Gain the essential fundraising skills of making a compelling ask and closing a solicitation. You will learn how to frame your ask in a way that compels your donor to jump into action and support your institution. Focused exclusively on the intricacies of making an effective ask, this webcast will cover:

- How to use the cultivation process to naturally build to the ask
- The pros and cons of using a proposal or white paper during your solicitation process
- Creating a conducive environment for a successful ask
- Scripting and role-playing to move the process forward

WHO SHOULD ATTEND

All stakeholders responsible for soliciting fundraising prospects—including major gift officers, annual fund leadership giving officers, academic leaders, board members, and volunteers—will learn effective techniques in using purposeful cultivation, relevant stakeholders, scripting, and closing options to streamline the art of the ask.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/webcast/fundraising-essentials-making-ask-may-2017



LEARNING OUTCOME

After participating in this online training, you will be able to use improved ask strategies when soliciting prospects.

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

- ➔ **Storytelling versus story listening**
 - Knowing your strategy
 - Preparing for the meeting
- ➔ **The ask itself**
 - Setting up the meeting
 - Ensuring the right setting/environment
 - Overcoming objections
- ➔ **Conducting the proper follow-up**
 - Repositioning after feedback or rejection
 - Keeping up with and closing outstanding asks
 - Stewardship and gift agreement essentials
- ➔ **Sample documents**
- ➔ **Role-Plays**
 - The picky entrepreneur
 - The disliked dean
 - The silent donor



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 April 25, 2017. After April 25, 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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