



REFINING YOUR IMPACT REPORTING PROCESS

May 17, 2017 :: 1:00 - 2:15 p.m. EDT

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Implement an impact reporting process that targets a wide range of donors.
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OVERVIEW

Learn how to develop a thorough and cohesive process for impact reporting. This online training will prepare you with shop-wide tactics and strategies for:

- Effective broad-based impact reporting
- Planning and scaling your initiative
- Establishing roles in the process and delegating responsibility
- Developing realistic and effective timelines
- Ensuring strategic delivery of your message
- Tracking the success and ROI of your impact reports

Note: This program focuses on the process of creating impact reports for endowments and other large funds. If you are looking for a training that explains how to create tailored impact reports for larger, individual gifts, [click here](#).

WHO SHOULD ATTEND

Anyone that is involved in developing impact reports and communicating the value of a donor's gift to the institution will benefit from this training. This may include professionals from: donor relations, stewardship, advancement leadership, alumni relations, and campaign communications.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/webcast/refining-your-impact-reporting-process



LEARNING OUTCOME

After participating in this online training, you will be able to strategically implement an impact reporting process.

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

Wednesday, May 17, 2017 :: 1:00 - 2:15 p.m. EDT

➔ Improving Your Impact Reports

- What to include
- Targeting segments of the donor pyramid
- Tiering dissemination

➔ Strategizing for Your Impact Reporting Process

- Creating a plan
- Timelines
- Scaling based on resources

➔ Tracking/ROI metrics

- What to track after impact report dissemination

INSTRUCTOR

Sarah E. Sims, CFRE, Executive Director of Donor Relations, University of Florida

Sarah recently accepted the position as Executive Director of Donor Relations at the University of Florida where she leads the donor relations and special events teams in creating a culture of gratitude, recognition and engagement in conjunction with institution's first \$3B capital campaign. Sarah previously worked as the Director of Donor Engagement for Oklahoma State University Foundation creating and implementing individual stewardship and engagement plans for OSU's top tier donors. With more than ten years of experience in donor relations and frontline fundraising in a variety of higher education and non-profit settings, Sarah focuses on building strategic donor relationships while forwarding the mission of the organization. Sarah's volunteerism includes serving on the CASE IV Board of Directors and the Association of Donor Relations Professionals Conference Planning Committee.



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 10, 2017. After May 10, 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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