



# FUNDRAISING ESSENTIALS: PERFECTING MOVES MANAGEMENT

Tuesday, June 6, 2017

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

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*Learn how to transition your prospects through the donor cycle more effectively.*  
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## OVERVIEW

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Get practical ideas and advice on the “art” associated with the science of moves management. Gain the knowledge you need to smoothly move prospects through the donor cycle and upgrade them to the next giving level. Throughout this training, you will learn:

- The right questions to ask and when to ask them
- Identifying prospects who need to be upgraded or downgraded
- How to effectively manage donor meetings to ensure outcomes are met
- Tactics for moving donors through each stage of the solicitation cycle
- Considerations for using data to guide strategy

## WHO SHOULD ATTEND

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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 to progress conversations with top donors and secure impactful gifts.

[VISIT EVENT PAGE](#)

[www.academicimpressions.com/webcast/fundraising-essentials-perfecting-moves-management-june-2017](http://www.academicimpressions.com/webcast/fundraising-essentials-perfecting-moves-management-june-2017)



## LEARNING OUTCOME

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After participating in this online training, you will be able to transition your prospects through the donor cycle more effectively.

## FUNDRAISING ESSENTIALS SERIES

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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

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

## AGENDA

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- ➔ **Evaluating the effectiveness of your donor pipeline**
  - Using data to guide strategy
  - Keys to developing appropriate donor strategies
- ➔ **Reviewing the solicitation cycle**
- ➔ **Stewardship and upgrading: Progressing the conversation**
  - After the ask
  - Approaching upgrading naturally
  - Appropriate solicitation events
  - Making the upgraded ask
  - Identifying when to transition the prospect out of a major gift portfolio and into the leadership giving portfolio
- ➔ **Concluding thoughts, key takeaways, and questions**
  - Accountability tools that support your efforts



## INSTRUCTOR

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### **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 May 30, 2017. After May 30, 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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