



ADAPTING NON-PROFIT STRATEGIES FOR HIGHER ED FUNDRAISING SUCCESS

October 12, 2017 :: 1:00 - 2:00 p.m. EDT

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What can you apply from the non-profit world to improve your own fundraising strategies?

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OVERVIEW

Non-profit organizations outside of higher ed are typically seen as lean, cross-functional, and adaptive. As such, they have many creative ideas for proposals, events, and volunteers that gift officers can use to grow their fundraising abilities and success. Join us to learn how higher ed can better compete philanthropically.

WHO SHOULD ATTEND

Front-line fundraisers in major gifts will benefit by learning creative approaches to their work. Leadership will benefit by learning how to implement cultural shifts that make their shop more competitive.

Note: The focus of this webcast will be for leadership and major gifts—we will not focus on annual giving or general communications.

LEARNING OUTCOME

After participating in this online training, you will be able to incorporate fundraising strategies from outside higher ed to better compete philanthropically.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/webcast/adapting-non-profit-strategies-higher-ed-fundraising-success



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

Thursday, October 12, 2017 :: 1:00 - 2:00 p.m. EDT

➔ **A Cultural Adjustment**

- Lean
- Cross-functional
- Adaptive

➔ **Donor Engagement and Cultivation**

- Mission-focused proposals
- Creative proposal examples
- Creative engagement and event ideas

➔ **Non-profit Tips for Using and Engaging Volunteers**

INSTRUCTOR

Matt Mullen, Associate Director of Philanthropy, Natural Resources Council of Maine

Prior to joining the Natural Resources Council of Maine, Mullen worked at Colby College for six years, overseeing 30%+ growth in the college's overall annual fund for parents, led by senior parents who achieved a 50%+ participation level in their senior year. Previously, Matt worked at Sidwell Friends, an independent PK-12 school, in a variety of positions, and oversaw annual giving for parents and grandparents.



 PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING & REGISTRATION (CIRCLE ONE)

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EARLY BIRD PRICING

Postmarked on or before October 5, 2017. After October 5, 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:

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