

## MAKING FUNDRAISING WORK FOR YOU

A four-part webinar series  
with [Kathy LeMay](#) and [Alyssa Wright](#) of Raising Change



Oct. 8, 2015, 9:00am	<b>Creating <i>Your</i> Achievable Fundraising Plan</b>
Dec. 3, 2015, 9:00am	<b>Going from Prospect to Ask – How Do You Get There?</b>
Jan. 14, 2016, 9:00am	<b>Donor Retention and Inspiration</b>
Mar. 24, 2016, 9:00am	<b>How to Know the Proper "Ask" and Engaging Donors Beyond Park City</b>

[CLICK HERE TO REGISTER](#)

**Why participate in this webinar series?** Organizer Maddy Shear writes:

As the facilitator of the Nonprofit Roundtables for the Park City Community Foundation, I have learned that together you are a brain trust of all things nonprofit. You have shared your joys, knowledge, and challenges, always supportive of each other. When I ask, "What is your biggest challenge or what keeps you up at night?" – the answer is FUNDRAISING, period.

We heard you. On behalf of the Park City Community Foundation, I invite you to join your Park City colleagues for PCCF's first four-part *live interactive* webinar series, **Making Fundraising Work for You.**

Each Webinar in the series works to complete the cycle:

1. How do I set up a successful, practical, realistic fundraising program?
2. How and what do we need to keep track of?
3. How can we more deeply keep connecting with our current donors?
4. How do I know the proper "ask"? How can I leverage donors beyond Park City?

Led by Raising Change co-directors and fundraisers extraordinaire, Kathy LeMay and Alyssa Wright, this webinar series is designed ***specifically for our unique community.***

Together you will learn, practice and support each other as you hone your skills as confident, authentic and bold fundraisers.

*Let's do this together – "a rising tide lifts all boats!"* We encourage you to participate in all four webinars for maximum benefit.

**Additionally, there's more peer learning/support:** After the first session we will regroup, hopefully in person, to decide how best you can support each other and keep the momentum throughout this webinar series' one-year period. I encourage you to be part of this pilot program and help the Park City Community Foundation provide the best educational opportunities to meet YOUR needs.

**What?** Four-part *live interactive* webinar series, **Making Fundraising Work for You.**

Each webinar is one hour followed by 30 minutes Q&A.

Webinars will be recorded and available to you with continued access.

**Who?** Executive Directors, Development Directors, Multi-hat-wearing Development/Communications/Outreach superheroes and Board members.

**When?** First two webinar dates are set: October 8 and November 19, 9:00-10:30am. The second two webinars will be in January and mid-March 2016, dates TBD.

**Where?** At your personal computer, wherever you may be.

**Cost?** \$25 individual webinars, \$85 for all four. This is cost per nonprofit organization – as many people as you want can participate.

### **Webinar 1: Creating *Your* Achievable Fundraising Plan**

Do you struggle to balance the needs and tasks of the mission, does fundraising seem to end up at the bottom of the list?

After a brief time management analysis, you will:

- Map *your* next steps for making sure you have the time and energy to capture gifts, steadily, for your mission – even if you wear multiple hats.
- Learn how to balance the needs of your mission while growing the necessary relationships to keep your budget healthy.

### **Webinar 2: Going from Prospect to Ask – How Do You Get There?**

Are you sharing your unique compelling niche and asking the right questions? Do you know the best metrics with which to track your success so you can close more gifts?

You will:

- Learn to organize your donors and track your growing relationships meaningfully and tactically.
- Gain insight from the field on the best ways to hit specific funding targets with the donors you have.
- Listen to Alyssa or Kathy role-play an “ask” with a donor/friend on the line.
- Have the opportunity to ask your burning questions to a donor not in our own community.
- Learn how to engage a new potential donor that is already very active in your community.

### **Webinar 3: Donor Retention and Inspiration**

Are you building authentic relationships with your donors, staying focused on relevant, timely, and effective ways to engage them?

You will:

- Learn how to retain and inspire your donors
- Learn about resources available for this journey

#### **Webinar 4: How to Know the Proper “Ask” and Engaging Donors Beyond Park City**

You will:

- Learn to determine the proper “ask” and inspire a growing gift each year
- How to engage donors when they are not in Park City
- Learn to capitalize on opportunities to engage as they happen in real time.

### **How to Register**

Each person participating must register individually for the webinars. Please complete the online [Registration Form](#).

Payment is per organization (not per participant), and is \$25 per webinar or \$85 for the full series of four webinars.

We will email a PayPal payment link to the first person at your organization to register. Each additional person that registers will receive an acknowledgement email as soon as we review the registration.

Questions? Please contact Ollie Wilder, Programs Manager, Park City Community Foundation, [ollie@parkcitycf.org](mailto:ollie@parkcitycf.org), 435-214-7475.