

## WVDO Development Series 2012

Registration 3:00 p.m., Program 3:30-5:00 p.m.

Date	Topic	Presenter	Location
Jan. 19	Setting Up a Development Program from Scratch	Trish Trout	Legacy Emanuel Medical Center, 2801 N. Gantenbein
Feb. 16	Launching and Building a Sustained Giving Program	Nova Hamar and Anne Ibach	Legacy Emanuel Medical Center, 2801 N. Gantenbein
March 15	Everyday Endowment Building	Mary Henry	Legacy Emanuel Medical Center, 2801 N. Gantenbein
April 19	Role of a Development Director in Times of Transition	Jeri Alcock and Dianne Alves	Legacy Emanuel Medical Center, 2801 N. Gantenbein
June 21	Data-Driven Decisions: Not Just for Nerds Anymore	Betsy Cooper	Legacy Emanuel Medical Center, 2801 N. Gantenbein
July 19	Why Raising Money is Fun (Usually)	Judy Basker	Legacy Emanuel Medical Center, 2801 N. Gantenbein
Sept. 20	Small Shop Therapy	Paul Morris	Legacy Emanuel Medical Center, 2801 N. Gantenbein
Oct. 18	Helping Your Board Find Their Inner Fundraiser	Sally Dadmun Bixby and Laura Pedro	Legacy Emanuel Medical Center, 2801 N. Gantenbein
Nov. 15	E-communication: It's not me, it's YOU!	Bianca McCarthy	Legacy Emanuel Medical Center, 2801 N. Gantenbein

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**Topic** "Setting Up a Development Program from Scratch"  
**Presenter** Trish Trout  
**When** Thu, January 19, 3pm – 5pm  
**Where** Legacy Emanuel Medical Center, Lorenzen Conference Center,  
2801 N. Gantenbein, Portland, OR 97227  
**Description** *Setting Up a Development Program From Scratch* is aimed at small development shops, whether newly incorporated or currently in operation. Participants will gain an understanding of the foundational elements of a strong development program; have the opportunity to assess their program's strengths and weaknesses; and learn tools and strategies that will advance their development program whatever its age or stage.

**Topic** "Launching and Building a Sustained Giving Program"  
**Presenter** Nova Hamar and Anne Ibach  
**When** Thu, February 16, 3pm – 5pm  
**Where** Legacy Emanuel Medical Center, Lorenzen Conference Center,  
2801 N. Gantenbein, Portland, OR 97227  
**Description** The presenters will discuss how to start, maintain and grow a sustained (monthly) giving program.

**Topic** "Everyday Endowment Building"  
**Presenter** Mary Henry  
**When** Thu, March 15, 3pm – 5pm  
**Where** Legacy Emanuel Medical Center, Lorenzen Conference Center,  
2801 N. Gantenbein, Portland, OR 97227  
**Description** How can you build an endowment when you're busy meeting current needs? Would you like to reduce your reliance on "hand-to-mouth" fundraising? This presentation will identify specific ways to "put a little something by for tomorrow" without sacrificing annual fund efforts. It doesn't take a lot of extra work to realize a steady flow of endowment gifts, even without a formal endowment campaign. And one of the wonderful things about building your endowment fund is that you can look forward to ongoing endowment income for years to come.

**Topic** "Role of a Development Director in Times of Transition"  
**Presenter** Jeri Alcock and Dianne Alves  
**When** Thu, April 19, 3pm – 5pm  
**Where** Legacy Emanuel Medical Center, Lorenzen Conference Center,  
2801 N. Gantenbein, Portland, OR 97227  
**Description** The presentation will include both case and practical advice for directors when faced with leadership transitions. Not all transitions are seen as negative, some transitions are opportunities that allow the organization to grow, move forward and sometimes even change direction.

Three learning objectives:

- What roles the development director plays during organizational transitions
- Five important strategies to employ during the transition including communications, donor relations, internal leadership roles, focused revenue planning and donor stewardship.
- How development directors can preserve board focus and momentum during transition

Topic **“Data-Driven Decisions: Not Just for Nerds Anymore”**  
Presenter Betsy Cooper  
When Thu, June 21, 3pm – 5pm  
Where Legacy Emanuel Medical Center, Lorenzen Conference Center,  
2801 N. Gantenbein, Portland, OR 97227  
Description Do you know who your top prospects are? Do you know how much money will be raised in the coming year? Do you know if your campaign will reach its goal? Do you know which of your gift officers are effective fundraisers? If these questions matter to you, a strong prospect management system matters to you. This session will cover the basics of creating an effective prospect management system, including what to track; reports to inform your decision making; and meetings that are focused on the right priorities. Thoughtfully designed and implemented, a strong prospect management system will help your organization stay on track for fundraising success.

Topic **“Why Raising Money is Fun (Usually)”**  
Presenter Judy Basker  
When Thu, July 19, 3pm – 5pm  
Where Legacy Emanuel Medical Center, Lorenzen Conference Center,  
2801 N. Gantenbein, Portland, OR 97227  
Description A lighthearted review of the presenter’s journey into fundraising as a career...and how and why it is important to view philanthropy as important and honorable work. And why it is important that we try to make it fun (usually)!

Topic **“Small Shop Therapy”**  
Presenter Paul Morris  
When Thu, September 20, 3pm – 5pm  
Where Legacy Emanuel Medical Center, Lorenzen Conference Center,  
2801 N. Gantenbein, Portland, OR 97227  
Description For development professionals in small shops to survive and thrive and being able to connect with people in the same boat who face similar issues: particularly around time management, working with the Board or other volunteers and of course, raising the funds necessary to fuel these organizations is essential.

Topic **“Helping Your Board Find Their Inner Fundraiser”**  
Presenter Sally Dadmun Bixby and Laura Pedro  
When Thu, October 18, 3pm – 5pm  
Where Legacy Emanuel Medical Center, Lorenzen Conference Center,  
2801 N. Gantenbein, Portland, OR 97227  
Description Though fundraising is an important part of the job description for most board members, it is often one of the most challenging for them. By implementing this successful formula, participants will learn a series of skills that they can implement with their boards and staff. This includes transforming how board members think about fundraising and reconnecting them to their personal passion for their agency through group/partner exercises. By articulating the stories about their agency that inspire them, board members are empowered to motivate prospective donors to become involved/contribute and to help rekindle the interest of current or past donors. Participants will gain insight into the value of nurturing long-term relationships vs. one-time gifts and develop ideas for their agency’s ‘Buckets of Opportunity’. These “Buckets” are opportunities to introduce prospects to the organization, providing an experience of the agency’s mission and interaction with staff.

Topic	<b>“E-communication: It’s not me, it’s YOU!”</b>
Presenter	Bianca McCarthy
When	Thu, November 15, 3pm – 5pm
Where	Legacy Emanuel Medical Center, Lorenzen Conference Center, 2801 N. Gantenbein, Portland, OR 97227
Description	Establishing meaningful connections with members is more than texting or posting on Facebook. It requires a strategic commitment to integrating all types of communication, digital and analog, into a unified, internally consistent message. Don’t confuse the tool with the task! There are many novel ways to engage members with your organization’s mission. Not all of the tools out there involve large budgets or dedicated staff. With existing resources and a little creativity you can still bring your communications into the 21 <sup>st</sup> Century.