

# DON'T JUST SURVIVE, PROSPER!

## A WORKSHOP ON FUNDRAISING & CAMPAIGNS IN CHALLENGING TIMES

What should I be doing during a recession to grow my fundraising? When is the right time to begin a capital or major gifts campaign? Am I thriving or just surviving? Sound familiar?

At Jeffrey Byrne & Associates we've heard many of these same questions from clients and our friends in philanthropy. We also asked if it was a good time for a capital campaign workshop and here is what we heard:

PRESENTED BY:



### “WE’VE NEVER EXPERIENCED AN ECONOMY LIKE THIS. WHAT SHOULD WE DO?”

Parts of the fundraising process are changing daily as we experience conditions not seen in 40 years. But many best-practices in fundraising are valid and working well for nonprofits across the nation. Regardless of your capital project timeline, now is the perfect time to focus on the plan, adapt to the conditions and improve your likelihood of conducting a successful campaign.

### “A CAPITAL CAMPAIGN ISN’T ON OUR RADAR RIGHT NOW.”

Many nonprofits have deferred their campaigns for now. But many others have needs that can’t be deferred and must be met now. A capital campaign workshop that addresses effective planning, both long and short term, will help any organization be more focused and better prepared for success.

#### **NEW: VOLUNTEER-LEAD PANEL DISCUSSION**

Hear from board leaders experienced in spear-heading successful capital campaigns. What does it take to inspire and motivate volunteers? How do you select and engage productive volunteers? Are difficult economic times changing how we recruit and retain board leadership and volunteers?

#### **NEW: DIRECTORS & OFFICERS, PROTECTING YOUR VOLUNTEERS**

Steve Metzler, long-time friend of the philanthropic community, board leader, volunteer and insurance expert will discuss how the protection of directors and officers is paramount to a well-run nonprofit organization.

### “I’VE BEEN TO A LOT OF WORKSHOPS ON FUNDRAISING. WHAT’S NEW ABOUT THIS ONE?”

First, no sugar-coating. We can’t change economic conditions and we don’t know what the future holds. What we do know is that there are many nonprofits conducting capital campaigns right now, in the worst economy in years, with tremendous success. These organizations planned, organized, recruited and led in the best way possible. That’s why they are reaching their goals despite obstacles.

### ARE YOU READY TO RENEW, REFRESH, RECOVER?

#### **JOIN US:**

Friday, August 20, 2010  
9 a.m. – 1 p.m.  
(8:30 a.m. check-in and continental breakfast)

The Meeting Room,  
Kemper Museum of Contemporary Art  
4420 Warwick Blvd  
Kansas City, MO 64111

#### **REGISTRATION:**

Cost is \$99.00 per person  
Enroll at [www.fundraisingjba.com/seminars\\_20aug10.htm](http://www.fundraisingjba.com/seminars_20aug10.htm)

Register online and bring a colleague for free. Invite your CEO, a board member or key volunteer to attend this workshop.

**SEE REVERSE FOR REGISTRATION INSTRUCTIONS.**

## A WORKSHOP ON FUNDRAISING & CAMPAIGNS IN CHALLENGING TIMES

### RENEW

Renew your commitment. Now more than ever, your leaders must renew their commitment to your mission and should do whatever it takes to conduct successful capital campaign planning. Your mission and those you serve can't just wait for better economic conditions.

### REFRESH

We are the last people to insert artificial optimism into any situation. The reality is that there are many successful capital campaigns underway right now. Sometimes all you need is a fresh look and new perspective to help move your organization forward. If for no other reason, the knowledge gained during this workshop will refresh your spirit for fundraising.

### RECOVER

If your capital campaign plans have been impacted by the economy, now is the time to recover. If you're in the earliest stages of considering a capital campaign you know that the economy will eventually recover. In either case, the best thing you can do is to plan effectively – both short and long term. Those who are most prepared will reap the benefits of their efforts.

### PREPARE TO LEARN. EXPECT TO ENGAGE.

See how 40-years of data on trends in American philanthropy during good times, downturns and recessions can help guide your campaign success.

Learn how to maximize your fundraising by implementing essential fundraising best practices including:

- Consistent cultivation and solicitation practices
- Creating an attitude of optimism
- Personal and authentic appreciation of donors
- Organization-wide telling of your story

### ARE YOU READY TO RENEW, REFRESH & RECOVER?

Our half-day of learning will help your organization reach its campaign goals more efficiently, more effectively, and for years to come.

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### ENROLL ONLINE AND BRING A COLLEAGUE FOR FREE

Invite your CEO, a board member or key volunteer to attend this workshop.

### STILL HAVE QUESTIONS?

Please call us at 800.222.9233 or contact us by email at [info@fundraisingjba.com](mailto:info@fundraisingjba.com)

### REGISTRATION IS SIMPLE

#### REGISTER ONLINE:

[www.fundraisingjba.com/seminars\\_20aug10.htm](http://www.fundraisingjba.com/seminars_20aug10.htm)

#### MAIL PAYMENT TO:

Jeffrey Byrne & Associates, Inc.  
4042 Central  
Kansas City, MO 64111

(or pay at sign-in on the day of the workshop)

### ADVANCING PHILANTHROPY THROUGH THE POWER OF PARTNERSHIP

Jeffrey Byrne & Associates | 4042 Central | Kansas City, MO 64111 | 800.222.9233 | [www.fundraisingjba.com](http://www.fundraisingjba.com)

