

June 20, 2019

Re: Development Conference Invitation

Dear Tri-State Nonprofit Leader,

We want to invite you to a fundraising training workshop that we are hosting on Monday, July 29th and Tuesday, July 30th at the St. Mary's Conference Center for Education located at 2825 5th Avenue Huntington, WV.

As nonprofit leaders, it is our desire to make sure our teams always gets the best continuing education possible. As we looked across the landscape at the type of training available around the country, we weren't impressed with what was available, given what our teams needed to learn.

We went out to our friends and asked who really teaches the basics well. We were directed to some of the best speakers, the people who really challenge thinking and teach about development that we are excited to have with us are Jeff McLinden and Barry McLeish. After having them come and present a conference last year, we know they are excellent, and have decided to bring Jeff and Barry to Huntington to do another 2 day conference.

As a friend of Cabell Huntington Hospital and St. Mary's Medical Center, we want to make this training available to you to attend at no cost.

The following are the topics that will be covered:

Day 1:

Surveying the Landscape – The environment in which nonprofits must operate is a rapidly changing tapestry of donor values, marketing methods and new communications technologies. How does a successful development director (and executive director AND board) navigate in order to create value for both the organization AND the donor?

The Four Laws of Development – The Basis for Development Planning – Too often, development directors are charged with simply “raising money” – and most try to do that by perpetuating existing programs with marginal success. The “four laws of Fundraising” provide a strategic framework to address the most critical development needs of every nonprofit.

Major Gifts and Major Donors – Your Top Priority - Unsuccessful organizations typically avoid pursuing major donor relationships that can result in game-changing gifts. Understanding the mind of the major donor – and mounting a relevant and meaningful major gifts program -- can transform your organization's fortunes.

New Names and New Donors – The Lifblood of Your Organization – The equation is simple: Your Nonprofit minus Donors equals Extinction. Name and donor acquisition efforts are critical to sustain your mission. Where do you find new names? New donors? Here's how to get thousands!

Over, please.

Creating a Compelling Donor Experience – How can you give your nonprofit’s donors a reason to consistently involve themselves in your projects, programs and services? Here’s how you can take advantage of donors’ increasing desire to exercise their influence in every part of your nonprofit’s operations.

The Art and Science of Asking for Major Gifts – You know that “relationship” is at the heart of your major donor program. But too many development directors (and CEOs) never seem to get around to asking for the gift! Here’s a “crash course” on how to solicit game-changing gifts from your major donors.

Day 2:

Critical Data You Must Know – You may or may not be a “numbers person.” But as a development or marketing director, you are accountable for the performance of your strategies – and your tenure may depend upon demonstrating progress. Here are the “key indicators” that you should be tracking and reporting to your CEO and board.

Case Study – Barry and Jeff will provide a case study for group analysis, discussion, problem-solving and presentation.

Characteristics of Effective Boards – Working with your nonprofit’s board can be frustrating – UNLESS you can groom them for success. Here are ways you can influence your board members to be advocates, rather than adversaries, for your development program.

Building a “Power Brand” – Your nonprofit must operate within a brand-driven culture, therefore brand strategy is a critical component that should drive your marketing, communication and development efforts. This session will look at essential branding elements and considerations that shape the power of your organization’s brand.

We will start at 9am on both the 29th and 30th and a 1 hour break will be given at 12pm for you to get lunch on your own. The day should end no later than 4pm. We have included the bios of Barry and Jeff and a schedule for the day.

We hope you will accept this invitation. We are only extending it to people we know and who have a passion and a desire to do better fundraising in the region. **The estimated value if you had to get this kind of in person training would be at least \$1,500 to you, please take advantage of it. Bring people you work with and your Board Members too.** If you would like to attend, please call or email Lauren Francis at (304) 399-4686 or lauren.francis@chhi.org

Sincerely,



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Development Training Conference

with

Mr. Jeff McLinden and Mr. Barry McLeish

July 29-30, 2019 from 9am-4pm

St. Mary's Conference Center- Center for Education

The Conference Outline and Topics to be discussed are as follows:

Day 1:

1. Surveying the Landscape
2. The Four Laws of Development- The Basis for Development Planning
3. Major Gifts and Major Donors- Your Top Priority
4. New Names and New Donors- The Lifeblood of Your Organization
5. Creating a Compelling Donor Experience
6. The Art and Science of Asking for Major Gifts

Day 2:

1. Critical Data You Must Know
2. Case Study
3. Characteristics of Effective Boards
4. Building a "Power Brand"

Do not miss this opportunity to come and learn valuable ways to help your non-profit continue to grow and flourish from these professionals in a specialized, small group setting.

This training is a free resource to you.

To RSVP and secure your spot please contact Lauren Francis with the Cabell Huntington Hospital Foundation at (304) 399-4686 or Lauren.Francis@chhi.org