

SUSTAINABLE FUNDRAISING

Thursday, September 20, 2018

2 p.m. – 3 p.m.

What are the most effective and successful methods to raise funds in 2018? Discover the nuts and bolts, ideas and activities to ensure sustainable fundraising. This interactive webinar will feature: fundraising trends that will impact your fundraising, effective best practice strategies for cultivating corporate and life-long individual donors, the board's role in fundraising, and provide an outline that can be used to create your fund development plan.

Learning Objectives

At the end of the session, participants will learn:

- new trends in giving/philanthropy
- the key components of strategic fund development plan
- effective strategies to help to increase board involvement
- innovative fundraising strategies related to individual donor campaigns
- corporate solicitation with an emphasis on donor retention and peer-to-peer fundraising.

PROGRAM EVALUATION: POSSIBLE, PRACTICAL, & PAINLESS

Thursday, November 8, 2018

2 p.m. – 3 p.m.

This webinar will help your nonprofit conduct precise and appropriate project evaluations and then communicate and use the results of evaluation effectively. Participants will learn how to use evaluation as a tool for decision-making, strategic planning, reporting, or program modification. Participants will also learn how project evaluation serves as a tool to demonstrate a nonprofit's performance, increase its abilities for obtaining funds or future planning, and fulfill the organizational objectives. By communicating the results of the evaluation, your organization can inform its staff, board, clients/customers, funders, the other stakeholders about the benefits and effectiveness of your organization's services and programs.

Learning Objectives

At the end of this webinar, participants will be able to:

- describe the key features of a strong and economical program evaluation
- articulate ways to develop or improve the evaluation process
- identify structures that are already in place that support ongoing evaluations
- distinguish the types of evaluation plans
- develop an effective and relevant evaluation dissemination plan