The Art and Science of Donor Development (ASDD)
A Virtual and Distance Learning Experience

Join us for a virtual, facilitator-led offering of our flagship workshop, *The Art and Science of Donor Development*. Adapted to address the recent challenges we all face, this four-part workshop is ideal for seasoned professionals and newer development staff alike, as a powerful means of connecting to the heart of philanthropy. During four 3.5-hour sessions, participants will join an interactive web platform where they can explore the groundbreaking concepts in a facilitator-led, virtual classroom. Discover a donor-centered process for facilitating engagement—even at a distance—that leads to commitment to targeted organizational priorities through group discussions, pre-work and post-workshop application assignments, and video case studies.

Advancement Resources' training content is derived from proprietary research and intense, in-depth interviews and observations among top development professionals, academic and medical leaders, and major donors.

Topics

Exploring Donor Motivation

Examine how donors view development, philanthropy, and the engagement process.

Applying Process Concepts in Development

Explore the commitment process from donors' perspectives, with a special focus on relationship building in our current cultural moment.

Identifying the Right Donors

Recognize those donors who can help your organization best achieve its mission and prioritize your portfolio for maximum effectiveness.

Adapting to Donor Profiles

Explore different personality styles and techniques for communicating with donors more effectively—including an opportunity to brainstorm strategies for adapting communication styles through various channels.

Securing Donor Meetings

Assess methods for obtaining an appointment, including discussions of the best approaches to take, how to compose effective communications, and how to conduct a telephone call productively.

Building Trust-based Relationships

Establish and nurture trust for lifelong commitment to your organization—particularly through non-traditional platforms.

Locating Philanthropic Passion(s)

Learn to uncover the deep-seated, philanthropic values of donors.

Matching Philanthropic Passion(s) to Organizational Initiatives and Partnering on Evaluation

Help donors accomplish their personal goals through philanthropy and map a strategy for moving donors from mild interest to passionate support.

Securing Financial Commitment

Learn how to position "asks" during times of crisis, as well as time-tested concepts for turning asks into gains and strengthen donors' emotional commitment and financial support.

Creating a Meaningful Return on Philanthropic Investment

Ensure donors feel appreciated and valued throughout their continued relationship with your organization.

Structure

Classroom Engagements

Participants will attend four 3.5-hour sessions in a real-time virtual classroom. This experience features networking opportunities, application exercises, and interactive facilitator support.

Sessions are scheduled for each individual workshop offering, with four sessions taking place over a one-week period. Participants in each cohort should be prepared to attend all sessions, as this is not a webinar, and interactivity is essential to the success of the experience.

Pre- and Post-Work Assignments

Prior to the workshop, participants will be asked to complete a pre-work assignment. Additionally, in preparation for each session, participants may be asked to complete additional application exercises and report back to their performance partners for feedback and mutual guidance.

Technical Requirements

Participants should use the Adobe Connect application, following download instructions as prompted from the web browser of their choice. Participants should be prepared to use speakers, a microphone, and a consistent Wi-Fi connection.

To learn specific technical requirements, participants will receive a technical guide as part of their pre-work package.