

## ***The Art and Science of Donor Development (ASDD)***

### ***A Virtual and Distance Learning Experience***

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 that leads to commitment to targeted organizational priorities through group discussions, video case studies, pre-work assignments, and opportunities for post-workshop action planning.

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.

### **Identifying the Right Donors**

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

### **Adapting to Donor Profiles**

Explore different personality styles and techniques for communicating with donors more effectively.

### **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.

## **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 to turn “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, participants have the opportunity to create and complete additional application exercises.

### **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.