



Development and Fundraising: Earning Gifts through Strong Relationships

TRAINER: Michelle Buchanan



Michelle Buchanan, CFRE is a Principal in the Dini Spheris Houston office. When in a tough spot, Michelle will settle for nothing short of success and the celebration that follows achieving a goal. Her goal is to make others better — to strengthen the skills and results of those with whom she works. Building strong, trusted relationships was one of the secrets to Michelle's success as a development professional and major gift officer. Michelle began

her fundraising career at the Wesley Community Center, eventually serving at the University of Houston's main campus. Before joining Dini Spheris, Michelle was a leader among the major gift solicitors at The University of Texas MD Anderson Cancer Center. There, Michelle managed an annual portfolio of over 150 individuals — many of whom she would come to regard as personal friends.

At Dini Spheris, Michelle has served as team leader on numerous projects. Those projects include building a centralized philanthropy program for St. Louis' Mercy Health system, which spans four states and 32 hospitals, as well as working with Medical Center Hospital in Odessa, Texas, to create the first-ever major gift foundation. A graduate of Texas Tech University, Michelle is often heard speaking at major professional conferences in nonprofit, educational and healthcare philanthropy.

This Session Will Cover:

Fundraising is one of the most central activities of a nonprofit organization and nonprofit management. Key concepts covered in this session include:

- Fundraising principles and practices to incorporate
- Building an effective and transparent fundraising program
- Developing action plans for solicitation, disclosure, and acknowledgement
- Laws in place on raffles, gaming, and gambling
- Which contributions are eligible for taxable donation

EVENT DETAILS

Thursday, July 20, 2023

8:00 a.m. – 4:00 p.m.
(Doors open 7:30 a.m.)

Nonprofit Center Annex
1000 College Blvd, Bldg 17,
Pensacola, FL, 32504

Reserve Your Spot NOW!

LIMITED SEATING

Register Online at
<https://npc.pensacolastate.edu/april-2023/>

\$50 per registered attendee

NPC members receive 50% off

Questions? Call 850-484-1568

Training Agenda

- 7:30 am Doors Open – Coffee and Conversation
- 8:00 am Welcome
- 8:15 am Understanding Philanthropy
- 9:00 am Who and How to Invite Donors to Join your Work?
- 9:30 am Understanding your Donor's Goals to Effectively Engage and Value their Involvement
- 10:15 am Break
- 10:30 am How do you Welcome New Donors to your "Giving" Community?
•Thanking through storytelling
- 11:30 am Lunch Break
- 12:15 pm Reminding Donors of their Value to your Organization
•Showing you care, more than saying "thank you"
•Listening and exceeding expectations, communicating effectively and consistently
- 1:30 pm Develop Appreciation — Listening to your Donor to Honor their Choice and Why they are Involved
- 2:15 pm Break
- 2:30 pm Asking for Feedback
•Authenticity matters — how do you use what you hear?
- 3:30 pm Wrap Up