

# DONOR RELATIONS GURU WORKSHOP

DECEMBER 6, 2019 | WELLESLEY, MA

## MORNING SESSION

**9:00 AM** WELCOME AND ROAD MAP FOR THE DAY

**9:15 AM** WHO'S ON FIRST, WHAT'S ON SECOND AND HOW'S ON THIRD  
*Presented by Maureen Donne*

Educating institutional partners about the importance of philanthropy, changing what might be an “all you do is ask for money” thinking on their part, and earning consistent “buy-in” for participation in stewardship and engagement activities can pose a multitude of challenges for donor relations staff....but also rewards! Learn some tips and tricks on how to evaluate and understand your institution's decision-making style, and what approaches might help you become more successful with stubborn yet key internal stakeholders.

**10:15 AM** COFFEE & BREAK

**10:30 AM** DONOR RELATIONS IN THE DIGITAL AGE: HOW TO USE SOCIAL MEDIA TO DEEPEN DONOR LOVE  
*Presented by Julia Campbell*

Social media is often touted as a tool to find new donors and new supporters. But what about using it to deepen relationships and build a community with the people that already love you?

In this session, you will learn specific social media strategies to create community with your donors using these powerful platforms. Participants will walk away with a Digital Donor Relations Checklist and lots of ideas and inspiration that they can execute on immediately, all on a shoestring budget.

**12:00 PM** NETWORKING LUNCH AND ROUNDTABLES



# DONOR RELATIONS GURU WORKSHOP

DECEMBER 6, 2019 | WELLESLEY, MA

## AFTERNOON SESSION

**1:15 PM**

### **Mo' Money Mo' Problems** *Presented by Lynne Wester*

So you want a big transformational gift? Great, what happens when it goes wrong? Open any fundraising news source and you'll find stories guaranteed to give you nightmares! We hear about nonprofits that have failed to abide by a donor's intent, which can lead to lawsuits, bad press, and potential fines, as well as donors whose affiliation with our institution may no longer be a positive one. "It's like the more money we come across, The more problems we see"

What is our obligation and what happens if we do find ourselves on the 11 o'clock news? What is the role donor relations plays in the fundraising cycle and how do we let our partners know they're wading into dangerous waters? How do we not become blinded by the money and when we see something amiss ensure we say something? Let's wade through these somewhat murky waters of big gifts and the complicated entanglements we get our organizations into when we accept them.

**2:15 PM**

**BREAK**

**2:30 PM**

### **CROWD SOURCED PROBLEM SOLVING**

Bring us your toughest challenges and most pressing questions. The DRG Group will help you tackle the tough stuff and find solutions. The Gurus are in, along with the knowledge of your peers in the room, this is your chance to take advantage of this wealth of information.

**4:00 PM**

**ADJOURN FOR THE DAY**

