

FUNDRAISING – RELATIONSHIP IS KEY

SESSION DESCRIPTION

The "Fundraising: Relationship is Key" session is a dynamic and interactive workshop designed for non-profit management professionals who are responsible for fundraising and development activities.

This session aims to explore the vital role that relationships play in successful fundraising efforts and equips participants with practical strategies to cultivate and nurture donor relationships effectively.

Through engaging discussions, case studies, and interactive exercises, participants will gain valuable insights into building meaningful connections with donors, fostering long-term partnerships, and maximizing fundraising outcomes.

LEARNING OBJECTIVES:

- Understand the importance of building strong relationships in fundraising.
- Explore effective strategies for cultivating relationships with donors.
- Learn techniques to engage and communicate with donors authentically.
- Identify opportunities for collaboration and partnership with donors.
- Develop personalized approaches to stewardship and donor recognition.
- Discover best practices for maintaining relationships over time.