

# Campbell & Company

## 2011-2012 WEBINAR SERIES

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Presented by Edith Falk, Chair and CEO of Campbell & Company, this webinar takes a deep dive into the minds of donors, discussing the motivations that influence donor decision-making and the ways that donor expectations drive donor behaviors. The panel, made up of nonprofit leaders, will give their insight on how they kept their donors engaged through good times and bad.

### **How to Build Philanthropic Relationships with Your Professional Society's Members and Corporate Sponsors**

December 14<sup>th</sup> 2011 at Noon CST

Cost: \$75.00

Marc Hilton, Vice President of Campbell & Company, will lead this interactive webinar with development staff from two professional society organizations to discuss how they created a platform for deeper engagement and stronger member and corporate giving.

### **Performance Metrics: How to Use Performance Metrics to Manage Up, Down, and Out**

January 18<sup>th</sup> 2012 at Noon CST

Cost: \$75.00

Led by Carrie Dahlquist, Director of Strategic Information Services for Campbell & Company, Attendees will learn how to incorporate key performance metrics into the decision-making process. Attendees will have also access to examples of management and leadership reports and be able to learn effective communication strategies for implementing performance metrics across the organization.

### **Independent School Endowments: Recognizing Impact and Creative Attainment**

February 8<sup>th</sup> 2012 at Noon CST

Cost: \$75.00

Why is endowment and important source of revenue for your school? And what are some unique and creative ways to fundraise for your school's endowment? Adam Wilhelm, Senior Consultant of Campbell & Company, will lead an educational webinar, based on a survey of independent schools across the country.

### **Case Development 101**

March 14<sup>th</sup> 2012 at Noon CST

Cost: \$75.00

Presented by Andrew Brommel, Director of Communications Consulting for Campbell & Company, this session seeks to help you step outside your organizational mindset by beginning with a fundamental question: Who are your donors and what do they care about? From there, we will discuss how your organization can develop focused messages to reach your donors' hearts and minds.

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## **The Future of the Arts Organization: Strategies for Sustainability**

April 11<sup>th</sup> 2012 at Noon CST

Cost: \$75.00

Presented by Robert Alpaugh, Senior Consultant of Campbell & Company, Attendees will learn essential strategies to help keep their organizations sustainable.

Topics include:

- Sustainable business models
- Defining success
- Alternative strategies to an endowment
- Ideas for effective communication with donors and constituency

## **Managing Transition-Preparing for New Leadership**

May 9<sup>th</sup> 2012 at Noon CST

Cost: \$75.00

What should a Board or Search Committee anticipate as they prepare for the transition of their Executive Director/CEO/President? Campbell & Company's Talent Management Team presents key strategies to ensure the transition process is a smooth one.

## **The Truth about Alumni Giving: Giving Strategies that Work for Your Young Alumni**

May 16<sup>th</sup> 2012 at Noon CST

Cost: \$75.00

Audience members will learn specific short-term and long-term strategies that you and your staff can implement. Led by Melissa Hanna, Executive Director of Annual and Special Giving at the Iowa State University Foundation and Annual Giving Consultant at Campbell & Company, you will acquire important evidence you can take to your administrative staff and management team to help convince them of the importance of this special group.

## **First Look: Giving USA**

June – Final date TBD

Cost: Free

What are the latest trends in giving and what do they mean to your organization? Join us in June for a first look at the newly released Giving USA 2011. Moderated by Edith Falk, Chair and CEO of Campbell & Company, and Peter Fissinger, President of Campbell & Company.

## **General Campbell & Company Webinar Information**

All Campbell & Company webinars are 1 hour and worth 1 CEU for your CFRE certification.

The cost of a webinar is \$75.00 except for the Obama Tax Policy and First Look: Giving USA which are free.

To register please visit us at [www.campbellcompany.com/webinars2011](http://www.campbellcompany.com/webinars2011)

If you have any questions or comments please contact us at [webinars@campbellcompany.com](mailto:webinars@campbellcompany.com)

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