

## Curriculum

*3 Full-Day Sessions – 9 a.m. - 3:30 p.m.*

*Sessions include learning, exercises and lunch.*

*2 Online Case Study Sessions – 1 hour*

### **Session 1: Understand the How and Why of Donor Behavior**

What do your donors think when they see your organization? Why do donors give – and why don't they? Through discussion, breakouts, case studies, data-driven insights and more, this initial session lays a foundation for effective fundraising by examining the factors that influence a donor's thoughts, feelings and actions toward a cause and/or organization.

As a result of Session 1, you will be able to:

- Understand **donor behavior**
- Assess **donor attitudes** toward individual involvement
- Interpret **donor responses**

***Online Case Study 1:** Review data on giving behavior and one organization's application.*

### **Session 2: Create an Effective Multi-channel Campaign**

Now that you know how donors think, how do you successfully reach them – and, more importantly, incite them to take action? Session 2 focuses on applying knowledge of donor perception and behavior to create multi-channel campaigns that work.

As a result of Session 2, you will be able to:

- Craft successful messaging for campaigns and movements
- Influence donors to give through effective messaging and design features
- Leverage data, incorporate stewardship and more into multi-channel campaigns

***Online Case Study 2:** Review a successful organization's multi-channel campaign and what they learned about design.*

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### **Session 3: Position Your Brand as a Leader in Your Community – and on the Issue It Addresses**

You now understand your donors and are successful in reaching them. What now? How do you join the larger conversation with other organizations also addressing your issue? How do you ensure buy-in from your staff and constituents? The final session explores how to position a brand as a community leader and expert on your issue.

As a result of Session 3, you will be able to:

- Position your organization as a community leader and expert on your issue
- Educate and involve the public in your issue
- Engage constituents and activate board, staff and volunteers to drive campaign success

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