



**KENNARI
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Sample Speaking/Webinar Topics

Strong giving through a Virtual Event: Don't settle for less!

Hosting a virtual event provides an opportunity to share your mission in a new way, though certainly also presents both new and similar challenges. In this webinar, we will cover key components in maximizing the funds raised through your virtual event. Depending on the type of event, makeup of your audience, and a few other factors, we'll also help identify the critical decisions you need to make to pick the right type of virtual event.

How to get participation - not just ideas - from your Board

Frustrated by the role (or lack thereof) your board plays in fundraising for your organization? We will share ways you can help build a relationship-based system of philanthropy with board members, how the board members can impact each level of the donor pyramid, and how to make it easy for the board to introduce new people to the organization. Whether your group is meeting in person or virtually, we will discuss tips and tools to get your board engaged with fundraising.

Ready or not, here it comes: Assessing organizational readiness for a capital campaign

The decision to mount a capital campaign is a major, sometimes game-changing undertaking for nonprofit organizations. Maybe you were ready to move ahead and then the pandemic hit. Maybe you have increased needs and challenges because you are operating different due of the impact of COVID-19. Giving remains strong, so if you're wondering what key factors you should consider, join us to learn what you need in place to assure you're ready to realize campaign success.

Time for a Conversion? How to pick the right donor database and when to make the switch

If you're feeling like you might not have the right donor database - or your tool isn't being supported and updated like it used to be - it might be time to take a critical look at other options. In this discussion, we'll go over the key things to look for and questions to ask when reviewing options on the market. Together we'll also dive into how to make a conversion plan that will work within your own fundraising cycle. There are good - and inexpensive - tools out there - but that doesn't always mean you should make a change either! We'll talk through some of the tools that nonprofits love and some of the key differences in each one as well.

Grants Readiness

Does your organization have the necessary pieces in place to develop compelling proposals that attract funders? Do you feel like you are constantly re-inventing the wheel – or on the flip side not innovating enough – when it comes to writing grants? Does it seem like you should have more grant funding than you can seem to secure? This workshop will guide you through the key components of “grants readiness” to help you understand what funders are looking for and get tools in place to help you apply efficiently and effectively.

Project Development

Learn the key elements of successful project and program development. This discussion will help organizations focus on meeting a community need, human-centered design, financial strength, fundraising success, and long-term sustainability.

Clean up your donor database

Maintaining a clean database isn't always an easy task. It takes time, energy, and most importantly, consistency. Join us as we discuss a few policies and procedures that support managing a healthy database. We'll review best practices for gift and constituent coding, tracking donor interactions, and event attendance. We will also share a list of regular data hygiene activities every organization should be regularly following to ensure ongoing success. Take the time now to get your data in better shape, setting yourself up for success and efficiency when life gets back to the new ab-normal.

Changing of the Guard: How to fundraise through an executive leadership transition

Nonprofit organizations lose long term Executive Directors, Presidents, Artistic Directors, Development Directors, and Board members that are beloved by their institutions. Concern can quickly arise around the possibility that a loss of leadership will cause disruption within the organization and hinder its ability to achieve its mission. But more than anything, organizations become concerned that their ability to raise funds during the ambiguity caused by the transition will be reduced. We'll share a top 10 list of ways you can, in fact, be successful in and even grow fundraising during a time of transition.

Recurring giving solves all your problems. Well, almost all your problems.

Monthly giving is an important and vital way to both renew donors and to cultivate them to higher gifts. Not only is it easy for donors, but it gives the organization more regular cash flow and the ability to plan ahead on that flow of income. We will discuss the essential components of a successful monthly giving program and what it takes to implement one. We'll also share tips on increasing your existing monthly giving. Monthly giving is on the rise across the United States – and the renewal rates are much higher than typical donor renewal rates – are you ready to take part in that success?



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Direct mail still matters. Send appeals that work.

With all the noise and distraction in the world, a focus on the fundamentals of fundraising and relationship building has never been more important. The year-end appeal should have significant time devoted to it, specifically identifying segments and then telling them a compelling story. Thirty percent of annual giving occurs in December, and while online giving continues to grow, direct mail is still one of the largest sources of funds for nonprofit organizations. We'll discuss tips and timelines for making your year-end appeal work.

Major donors cultivation - virtual or in person

Staying connected to major donors is more important than ever before. Join this discussion to learn how to prioritize your list, what steps to take, and how to keep track of progress. Major donors are often the lifeblood of a nonprofit - especially in difficult times. Join this discussion to ensure you have a systematic approach to renewing and growing giving from your major donors.

Don't see a topic listed? Connect with us and we can work together to develop a meaningful and engaging presentation for your group! info@kennariconsulting.com



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