

Speaking Engagements

2024 Topic Menu



KENNARI
CONSULTING

Community is at the heart of philanthropy. That's why we're happy to speak with any group that wants to learn more about it. We've shared our knowledge with Rotary groups, Association of Fundraising Professionals Chapters (AFP), professional networks, governmental bodies, community foundations, and more.

If you're looking for an engaging speaker to motivate your group about philanthropy, [complete our inquiry form](#) or reach out to becca@kennariconsulting.com

A Legacy of Impact: Planned Giving

Planned giving can be impactful for both organizations and donors. For organizations, it can deepen relationships with donors. For donors, it allows them to leave a legacy with an organization they love and support its mission for years to come. We'll discuss how to set goals that support a robust planned giving program, including the steps needed to get there.

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.

Major Donor Cultivation

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.

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?

Tried & True Components of Successful Fundraising Events

Everyone that comes to any of your fundraising events should know your mission and see the positive impact you have. There are certain types of events that make it easier to do, and best practices to follow to ensure you have the outcomes you want. You rarely have the chance to be face-to-face (or even online!) with your donors, so don't miss an opportunity to connect them to the incredible work you're doing. Events are a lot of work – so make it worth it!

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.

Essentials Only – Basic Segmenting of Donor Communications

Sometimes segmenting just doesn't feel worth all the work – or you're too pressed for time to make it happen. In this presentation, we'll talk through the basics of segmenting and the essential audiences to consider. You don't need demographic information, marketing data, personas, or wealth information to implement this plan – all these segments can be pulled on basic donor history. We'll talk through the essential segments to have and how to pull the information from your database. If you're sending the same year end appeal to all your donors, the same email communications to your full list after an event, or blasting the same eNewsletter to everyone, join in this conversation to see how simple segments can have a big impact on your fundraising success.

The Giving Garden: How nonprofit organizations can maximize donor giving through customized cultivation pathways

The Giving Garden by Sandi Frost Steensma (Founder of Kennari Consulting) will help everyone—nonprofit executives, fundraising staff, board members, and fundraising volunteers—move from transactional to relationship-based fundraising. These steps will connect donors to the organization's mission in new and exciting ways, and fundraising will take on new significance as those involved rediscover the joy of raising money for the organization they love. This presentation will share highlights from the book.

Don't see a topic listed?

Connect with us and we can work together to develop a meaningful and engaging presentation for your group!

Contact:

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