

Martha Spear Fundraising Counsel
AEDC Workshop Series in Saranac Lake, 2015-2016
Series Description

Workshops are from 8:00 a.m. to 9:30 a.m. at the AEDC offices at 67 Main Street, Suite #300 in Saranac Lake.

Tuesday, September 29—“Five Fundamentals of Fundraising for Nonprofits”
Tuesday, October 27—“Finding Foundation Funders”
Tuesday, November 17—“What Donors Want and Need”
Tuesday, December 15—“Trends in Philanthropy”
Tuesday, January 19—“Basic Responsibilities of Nonprofit Boards”

Workshop presenter Martha Spear is a certified and licensed fundraising consultant based in Lake Placid. With over 27 years of experience in the field of nonprofit development, she brings a wealth of knowledge to these workshops.

To register please contact workshop presenter Martha Spear at 518-946-7851 or Martha@MarthaSpear.com.

Workshop descriptions

“Five Fundamentals of Fundraising for Nonprofits” – With this fun and intensive workshop you will gain an understanding of basic concepts of fundraising for nonprofits. Learn to know your options for how to ask and thank people for money for your cause, and be able to sketch out your case for support. Embrace the importance of planning and infrastructure, and recognize the ethical considerations involved in fundraising for nonprofits. Finally, you will engage with your organization’s mission in a fresh and powerful way.

“Finding Foundation Funders” – In this valuable workshop you will learn about researching private foundations and their grants, and develop an ability to ascertain motivations for foundation support. The workshop provides simple steps to seeking foundation support, including how to do foundation research, approaching a foundation, requesting support and reporting after the fact. You will leave the workshop with information that allows you to do your own foundation research for free.

“What Donors Want and Need” – This important workshop will help you develop a new sense of yourself as an effective fundraiser. You will gain a better sense of how to relate to donors, know why they give and how to keep them giving, understand the concepts of stewardship and cultivation, learn a little about emotions and psychology as they relate to development, enhance your understanding of how demographics work in fundraising, recognize how to use your board most effectively, feel more confident about asking and thanking, and have some fun!

“Trends in Philanthropy” – This information-packed workshop will help you to understand trends in US philanthropy today. The workshop discusses social finance, online giving, social media, crowdfunding and P2P (peer-to-peer) fundraising. You will learn about the increasingly-popular and important donor advised funds. You will see how impact and measurable results are key to successful fundraising, and how storytelling is best way to communicate your message.

“Key Responsibilities of Nonprofit Boards” – This straightforward workshop will help you to learn about the philosophy of being a nonprofit board member and why fundraising is so critically important to the role. You will discuss five main roles of nonprofit board members, and will touch on strategic planning, resource management and housekeeping. You will examine board governance and discuss transparency, and gain an understanding of board self-assessment. Finally, you will think about yourself as a fund-raiser.