

Development Dialogues

Presents

Building On Your Culture of Philanthropy

An Online Webinar With

Roxanne R. Caine, CFRE
Vice President, McLaren Foundation
Flint, Michigan

When: March 1st, 2012

Time: 1:00 pm ET/ 12:00 pm CT/ 10:00 am PT

Length: Approximately 1 hour

Where: Online, listen from your conference room

[Register](#) | [Recording](#)

Webinar Description

While a culture of philanthropy exists in every non-profit organization, few have fully infiltrated the philanthropic culture at every level of the organization. An on-going opportunity to strengthen the culture of philanthropy by increasing awareness, participation, responsibility and joy of giving exists. This session will teach participants how to assess their own organization and develop a plan to mobilize the internal audience to become ambassadors of philanthropy.

You Will Learn

- Determine your organization's level of philanthropic awareness
- Strategies to build internal awareness and involvement
- Ways to demonstrate the impact each person within the organization has on your donors
- Create a plan for building on your organization's culture of philanthropy

Who Should Attend

- Development professionals wishing to strengthen the culture of philanthropy in their organizations
- Foundation and hospital board members
- Public relations and communications professionals

- Donor stewardship officers

About the Speaker:



Roxanne R. Caine, CFRE, serves as the Vice President of the McLaren Foundation, which supports McLaren Regional Medical Center in Flint, Michigan. In her role, Roxanne leads the Foundation team in all fundraising initiatives, including major giving, annual giving and planned giving. She is also responsible for the strategic direction of the Foundation and is recognized as the internal expert in raising funds and relationship management.

Since joining McLaren in 2005, Roxanne is credited for re-energizing the McLaren Foundation by re-establishing both internal and external relationships and increasing participation in the philanthropic efforts. During her tenure, the Foundation built the McLaren Legacy Fund, reconnected with the McLaren family of supporters through the "Windows to the Future" series and greatly increased Foundation support for employee scholarships and research for graduate medical education programs. She led a successful Medical Education building campaign, raised awareness and funds for the Art Therapy program and conducted the "A Little Change Makes A Big Difference" employee campaign.

Roxanne holds a Bachelor of Arts in Communication from the University of Michigan and a Master of Science Administration in Health Services Administration from Central Michigan University. She also is a Certified Fund Raising Executive through CFRE International.

What You Will Need to Participate

The event is live and interactive with opportunities to ask the presenter questions.

The audio is delivered directly over the telephone to provide clear, reliable sound quality. The visual presentation is delivered over the Internet. Invite as many people as you wish to attend at your one location. For large groups, use a speakerphone to deliver the audio and a projection system to deliver the web component.

Registration Information

[Register Online Now](#). Registration fee is \$199 per connection. Limited time offer, register now for the same tuition of \$199 and receive a free recording sent to you two business days after the live webinar! Multi-Site License is available. Visa, MasterCard, American Express, Discover credit cards are preferred forms of payment. Invoicing can be arranged, but payment must be received before the date of the webinar. The format for this 60 minute session includes a presentation with approximately 15 minutes for Q and A. The recording link is sent 2 business days following the event and is active for 90 days.

Refund Information

Refunds will not be issued. If you think you may have difficulty attending, please sign up for a recording instead. Can't Attend? [Order a Recording](#).