

Development Dialogues

Helping your development team improve their knowledge and skills

Donor Base: Profiles and Analysis for Successful Giving Programs

Online Webinar with:

Ali McLane Consultant, Dini Partners

Date: September 10, 2009

Time: 1:00 pm EDT/ 12:00 pm CDT/ 10:00 am PDT

Cost: \$199 per connection



Webinar Description:

Donor Base: Profiles and Analysis for Successful Giving Programs will provide you with the opportunity to understand the best techniques for identifying donors for your giving programs. The economic turmoil of the past year has focused more attention on current giving income. At the same time, affluent donors are narrowing the number of causes they will contribute. This webinar will help you to understand best practices for healthcare development and understand the steps in identifying and enlisting a larger support base.

Participants Will Learn:

- To identify donors using external and internal resources
- To segment annual fund donors using external and internal data
- To develop research strategies for high touch annual fund donors

Who Should Attend:

- Annual Giving Officers, Major Gift Officers, Prospect Researchers
- Development Officers Seeking to Expand their Donor Base
- Development services and IT staff at healthcare organizations seeking to expand their donor base during tough economic times.

About the Presenter:

Ali McLane brings to her work a unique generosity. The well-spoken former college speech and debate coach experienced an “Aha!” moment as she watched her students succeed at a national tournament. “Knowing I helped them win was a great feeling,” says Ali. “I realized that I don’t need to be on stage accepting awards; it is more fulfilling to help others get there.”

Ali brings that same team spirit to her consulting work, where she “turns data into actionable intelligence.” In other words, she uses every nugget of information available to match the right prospects to the right funding opportunities.

Ali is a consultant at Dini Partners, one of the nation’s leading fundraising consulting firms. Ali consults with clients to enhance and build prospect management, identification, and research programs as well as assists with data and database optimization across all units.

Previously she was one of the developers of the Prospect Information Network (PIN), a wealth-screening and consulting company, Ali pioneered the use of software to identify, profile, and segment prospects using multilayered interests, wealth, and patterns of giving--invaluable information for nonprofits seeking support. During her nine years with PIN, Ali advised more than 500 clients on the effective use of wealth, personal interests, and affinity data to further their missions.

Before joining PIN in 1999, Ali enjoyed a career at both public and private educational institutions. She was a development researcher at Texas Tech University and the Texas Tech Health Sciences Center during the successful \$500 million Horizon Campaign, and went on to serve as assistant director of development research at The University of Tulsa.

An enthusiastic, motivated professional, Ali received Bachelor's and Master's degrees in communications studies from Texas Tech University. She is a co-founder, past president, and board member of the Southwest Chapter of the Association of Professional Researchers (APRA). Ali is president of APRA of Greater Houston and is a charter member of the Association of Advancement Services Professionals, serving on their best practices committee.

What You Will Need to Participate:

You will need a computer with high speed internet connection. Audio will be received over the internet through your computer speakers and the visual will be displayed on your computer screen. Alternately, you may choose to participate by telephone connection; however, please be certain that your phone system is loud enough to be heard by your audience. You will receive confirmation and access codes after registration and closer to the webinar date.

Payment Information:

Registration fee is \$199. Attendees may register online at www.developmentdialogues.com. Visa, MasterCard, American Express, Discover credit cards are accepted forms of payment. We can also invoice you for payment but it must be received before the webinar.

The fee is for one site connection. Additional connections may be purchased for \$199 for each site.

Refund Information:

Refunds will not be issued. If you are unable to attend this webinar, a \$50 processing fee will be assessed, and a credit (less \$50 processing fee) will be given and may be used by the organization toward another webinar or seminar. Credit is valid for one year from date of issue.