

Development Dialogues

Helping your development team improve their knowledge and skills

Building Foundation Relationships that Last

Presenter: John Greenhoe, CFRE

Director, Foundation Relations & Development
Communications
Western Michigan University



Online Webinar

Date: August 12, 2009

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

Cost: \$150 early bird fee, moves to \$199 on July 13

Webinar Description:

Success in attracting philanthropic investments from family, community and corporate foundations are no different from other major gifts work: **It all comes down to relationships.** A big part of relationship building is providing services that few, and perhaps no one else, can deliver. As fundraisers, we need to provide *value* to our prospective donors.

In *Building Successful Foundation Relationships*, John Greenhoe, CFRE, provides an overview of proven methods for building relationships with foundations of varying types and sizes. Drawing upon his unique background as a former journalist, public relations director and constituent major gift officer, John will lead a thought-provoking session that will provide specific strategies for building lasting and fulfilling foundation partners.

Participants will learn:

- To understand the value of building ongoing relationships with a select number of funders – rather than employing the “shotgun” approach.
- To develop strategies for building partnerships, including serving as an authority on programs of interest, providing access and becoming a promoter/advocate for the funder.
- To use specific methods for making the initial approach to a prospective funder, and for following up in ways that make them stand out.
- To understand various strategies for cultivating different types (e.g., independent, community, corporate, etc.) of foundations

Who Should Attend:

- Directors of Development, Vice Presidents
- Corporate and Foundation Relations Officers
- Development Officers Seeking to Expand their Donor Base
- Donor Relations Officers
- Major Gift Officers

About the Presenter:

John Greenhoe, CFRE, has more than 20 years of experience in non-profit leadership roles. He has worked at Western Michigan University (WMU) since 2001, and his current responsibilities include establishing and cultivating new relationships with local, regional and national foundations. John has worked extensively with the WMU College of Health and Human Services, locating new sources of foundation funding for several programs. He has a proven record of success in attracting investments from foundations with little or no previous connection to the University.

Prior to WMU, Greenhoe served as Director of Development and Assistant Executive Director for the Greater Kalamazoo Area American Red Cross. He started his professional career as sports editor of the Greenville (Mich.) Daily News, and served as public relations director at Kalamazoo College. John has been a featured speaker at the 2008 AFP International Conference in San Diego and other national conferences in 2009. He currently serves as an adjunct faculty member in graduate fundraising coursework at both WMU and Grand Valley State University.

Greenhoe has an MA degree in Philanthropy and Development from Saint Mary's University in Minnesota, and obtained his CFRE credential in 2000.

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:

The early bird registration fee is \$150 thru July 12th. Registrations received on July 13th or after move up to \$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. The webinar hosting service tracks the number of site connections, and additional registration fees \$199 will be charged for more than one connection.

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.