

Development Dialogues

Helping your development team improve their knowledge and skills

Leave Them Wanting to Give More: The Power of the Donor Experience

Presenter: Janet Hedrick, CFRE
Senior Associate



Bentz Whaley Flessner
Date: July 9, 2009
Time: 1:00 – 2:00pm ET/12:00 -1:00 pm CT
Webinar Cost: \$199

Webinar Description:

Nearly 60% of wealthy households who stopped giving to a charitable organization attributed their change in behavior to "no longer feeling connected to the organization," according to the 2008 Bank of America Study of High Net-Worth Philanthropy.

The importance of the donor's experience is critical to building the relationships that keep donors engaged and "feeling connected." This session will examine why donor relations are important today, what donor relations is and is not, and where the responsibility for donor relations lies within the organization. The discussion will also include specific ways to enhance donor relations, including when donors or their family members are patients in our hospital/health facility.

Participants will learn:

- To define donor relations in the context of a comprehensive development program.
- To explain why the investment in donor relations is important to the success of development programs.
- To describe ways to enhance the "donor experience."
- To plan and implement strategies for communication and interaction with donors, including when donors or their family members are patients in our hospital/health facility.
- To develop a "donor touchpoint management" program.
- To evaluate donor satisfaction both quantitatively and qualitatively.

Who Should Attend:

- Directors of Development, Vice Presidents, Executive Directors
- Development Services Officers
- Donor Relations Officers
- Major Gift Officers

About the Presenter:

Janet L. Hedrick, CFRE, is the author of *Effective Donor Relations* which was released by John Wiley & Sons in January 2009. The book is the latest volume in the Wiley AFP Fund Development Series and is the definitive resource book on acknowledgment, recognition, and stewardship of donors with the focus on building relationships that will produce loyal donors who continue to give and who increase their giving according to their capacity.

Ms. Hedrick is a Senior Associate in the Washington, DC, office of Bentz Whaley Flessner. Her areas of expertise include planning, implementation, and evaluation of annual, capital, and planned giving programs; assessment and enhancement of donor relations and stewardship programs; and training and motivating campaign volunteers and development staff.

Ms. Hedrick has more than twenty years of experience as a consultant and development professional. Prior to joining the firm, Ms. Hedrick has served such institutions as UMass Memorial Foundation, Providence Health System, Millard Fillmore Health System, and St. Christopher's Hospital for Children and Johns Hopkins Children's Center

Ms. Hedrick holds a Master of Education degree from the University of Virginia and a Bachelor of Science in Mathematics from Mary Washington College. She is a member of Phi Beta Kappa and an active member of the Association of Fundraising Professionals (AFP), the Association of Donor Relations Professionals (ADRP), and the Association for Healthcare Philanthropy (AHP) and is a Certified Fund Raising Executive (CFRE). She served as president of the Greater Philadelphia Chapter of AFP and was the founding president of the Central Massachusetts Chapter of AFP. She is a frequent presenter at local, regional, and international conferences.

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.

Payment Information:

The registration fee is \$199. Attendees may register online at www.developmentdialogues.com. Visa, MasterCard, American Express, Discover credit cards are accepted forms of payment. The \$199 registration fee is for one site connection. The webinar hosting service tracks the number of site connections, and additional registration fees 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.