

NONPROFIT WORKSHOP

TWO SESSIONS | ONE DAY



CREATING COMPELLING MESSAGES, TO ENGAGE DONORS & RAISE MORE MONEY!

Successful fundraising depends on compelling messages. Vision, mission and values statements are essential, but are not substantive enough to compel a prospect to give. Strategic plans are vital, but not compelling to read. How, then, do we talk compellingly to prospects and donors? How can we ensure the messages communicated by board and staff members are consistent? And finally, how do we deliver compelling messages that create empathy and motivate prospects and donors to action?

Presented by: Carole Rylander, CFRE

MANAGING THE DEVELOPMENT OFFICE

Have you wondered how to build an effective development program and juggle all the infrastructure responsibilities at the same time?

There are many roles and competing demands that development staff must be attentive to in the course of raising funds. Staying focused on fundraising goals, while cultivating and stewarding donors and planning, forecasting and reporting on fundraising activities is tough! Truthfully, managing a development office is one of the most challenging responsibilities in the nonprofit world.

Learn how to manage your development office effectively by prioritizing and addressing development infrastructure issues so you can stay focused on your donors. Session topics include organizational readiness, income reporting, measuring performance, deadline tracking and grants management, gift processing and reporting, acknowledgement systems, donor research and personal development, among others. In fact, previous attendees have commented that the course's comprehensive content and sample documents are invaluable.

Date/Time

Tuesday, February 21, 2023
9am-4:30pm

Location

Howard College
3501 N. US Hwy 67, 76905

Cost

\$40 (Includes lunch)

To Register: Call- 325.481.8322 or Email: jharrison@howardcollege.edu

MEET YOUR PRESENTER: CAROLE RYLANDER, CFRE



Carole inspires and engages nonprofit leadership to maximize mission impact by strengthening fund development, planning and governance practices. With more than 30 years of service in the non-profit sector, Carole is a frequent speaker whose highly rated seminars and workshops benefit board and staff leadership as well as corporate executives seeking to be engaged in the not-for-profit sector. Presentation topics include: Strategies for Successful Trustee Leadership, Before Joining a Board..., Fundraising...It's Not About the Money, Leading Your Leadership to Major Gift Success, Four Keys to Fundraising Success, Managing the Development Office, and The Case Statement Workshop, among others.

Prior to establishing her consulting business in 1998, Carole was with the Greater Dallas Community of Churches where she served as senior development officer for 14 years. Before entering the non-profit sector, she worked for eight years in the commercial and documentary film production industry in Dallas. Carole has a Bachelor of Arts degree in Oral Communications, Radio-TV-Film from Baylor University and undertook concentrated studies in Marketing and Theater.

When she is not serving clients, holding workshops or making presentations, Carole hangs out with her husband and any of their three young adult children who visit. At home, Carole enjoys watching classic movies, reading and observing the birds that frequent her feeders. Around town, she enjoys musical concerts and live theater whenever possible.

Distinctions & Awards

- 2006 Outstanding Fundraising Executive, Association of Fundraising Professionals, (AFP) Dallas Chapter
- BoardSource Certified Governance Consultant
- Past President, AFP Dallas Chapter
- Certified Fund Raising Executive (CFRE) accreditation since 1990
- Past Chair, Association of Philanthropic Counsel, Inc.
- Volunteer Faculty, Center for Nonprofit Management in Dallas
- Faculty, Nonprofit Management Certificate Program, Center for Nonprofit Management, Dallas, Brookhaven College
- Qualified Trainer, Institute of Cultural Affairs

Memberships

- Association of Philanthropic Counsel
- Association of Fundraising Professionals
- BoardSource
- International Association of Facilitators
- Texans for the Arts
- ToP Network, Institute of Cultural Affairs