

Relationship Building Workshop[®]

» An effective step-by-step program to help professional fundraisers inspire more donors to give more, more often.



Master the **practical skills** you need to succeed as a professional fundraiser in three days of fun, interactive, effective training. You will discover:

- » How to construct an accurate psychological profile of your donor.
- » Learn ten principles of trust **you can use right now** to influence any donor—no matter what their personality type.
- » Eight important questions **you must answer** before calling a donor.
- » Nine powerful secrets for making a real connection with your donor.
- » The 11-step drill-down that will uncover your donor's innermost desires.
- » Three keys to gaining agreement from your donors for a win-win outcome.
- » How to preserve the relationships that will nurture long-term giving opportunities.

“The training was transformational... I didn't want to be shortchanged by missing one minute of it.”

Chuck Collins, CEO,
YMCA of San Francisco

» DON'T MISS

The Stelter Company's
Relationship Building Workshop[®]

Jan. 28–30, 2009

Phoenix, Ariz.

May 20–22, 2009

Washington, D.C.

July 22–24, 2009

Colorado Springs, Colo.

»» LEARN

from a leading expert in the fundraising industry



Carol Moreland
Workshop Facilitator

Carol Moreland brings more than 20 years of hands-on, real-life fundraising and business experience to the Stelter Relationship Building Workshop®.

As a successful business owner, Carol is in high demand as a consultant and trainer for Fortune 100 clients. She has personally trained more than 5,000 people in fundraising, public speaking, customer-focused sales, performance management and team building.

Carol has been Stelter's Relationship Building Workshop® facilitator for more than 14 years. Her presentations are energetic and fun. You'll learn to communicate with donors more effectively from the very beginning as she teaches you how to apply behavioral styles, the power of listening and nonverbal communication skills to your real-life situations. After just three days with Carol, you will leave with the knowledge and confidence you need to help donors make the right decision for themselves and your organization.

In addition to her successful business career, Carol holds a master's in organizational communication from Purdue University and a Bachelor of Science in speech communication (with University Honors) from Southern Illinois University.



»» WHO should attend this workshop?

Gift planners and major gifts staffs, development officers with donor-contact responsibilities, planned giving directors, chief executive officers, chief financial officers, estate administrators, board members—anyone whose duties include major gifts or donor endowment commitments.

Why should you attend this workshop?

You should go if:

- » You're looking for a surefire system to get more donors interested in your cause and eager to support you again and again.
- » You get stuck trying to figure out how to approach donors.
- » You feel unprepared to handle donor objections.
- » You're just starting your fundraising career.
- » You're a seasoned veteran looking to sharpen your skills or add to your toolbox.

This is not just another generalized, beginning or intermediate-level seminar.



The Stelter Relationship Building Workshop® is an in-depth, comprehensive program that teaches practical skills you can use immediately to close more gifts sooner.



Fast-track your career

with 17 credits toward your **CFRE** when you attend The Stelter Company Relationship Building Workshop®.

- » Enhance your credibility
- » Improve career opportunities
- » Provide for greater earning potential
- » Demonstrate commitment to the fundraising profession
- » Enjoy the recognition accorded to a respected authority in your field

You will learn how to:

- » Identify your prospects' behaviors and adjust your approach on the fly.
- » Identify and relate to your donors' needs.
- » Discover your donors' passions and what they want to accomplish, and position your organization as the best way to achieve their goals.
- » Identify and explain key benefits effectively.
- » Develop an irresistible "ask."
- » Improve face-to-face solicitations. More than 75 percent of our participants successfully closed real-life donor cases within 60 days of attending our workshop.

You will also receive an in-depth analysis of your approach, style and technique from our facilitator and development professionals. Video practice sessions will help you see yourself as your donor sees you, and our critique will help you develop a razor-sharp, effective presentation.

»» MASTER the essential techniques of effective fundraising

»» Day 1

- » Principles of Communication
- » Understanding Behavioral Styles—DISC
- » Using the Telephone to Gain Donor Access
- » Using the O-P-E-N-U-P System to Plan Donor Interactions
- » Open-Door Meetings

»» Day 2

- » Probing to Discover Donor Interest/Needs
- » Explaining Donor Benefits
- » Nurturing Donors to Resolve Issues, Concerns and Objections
- » Understanding the Win-Win Commitment ("The Ask")
- » Preserving Donor Relationships
- » Practice Resolving Issues, Concerns and Objectives
- » Role-Play Practice

»» Day 3

- » Role-Play Practice Cases
- » Debrief Role-Play Practice Cases

"This was excellent! The workshop gave me great insight into understanding different donors and their communication styles. I really believe these skills will help me develop better relationships and close more gifts with our donors."

Jan Rogers,
Director of Planned Giving,
St. Louis Children's Hospital

»» SAVE

time and money with on-site training

Let us bring the Relationship Building Workshop® to you!

- » Save as much as 50 percent off the cost of attending a workshop in travel and hotel expenses alone.
- » Training your entire staff together reinforces your mission and promotes continuity and consistency.
- » Maximize the benefits of role-playing in a familiar, non-threatening learning environment.



Please call an account manager at 800-331-6881 for details and a custom quote.

»» SPECIAL SPONSOR OFFER

Sponsor a workshop in your community and get **40 percent off** the cost of your (single) enrollment fee!*

Call 800-331-6881 for details.

**Minimum 12 participants required*



If you only attend one workshop this year, this is the one that will mean the most to your organization's bottom line.

"I recommend this session to anyone seeking a systematic approach to making major-gift calls."

Denise Nuehring,
Development Director,
Barrington Area Council on Aging

About The Stelter Company

The Stelter Company is the leading source for gift planning marketing for the nonprofit community, serving more than 2,650 clients nationally with a staff of 80 individuals, and has been exceeding customer expectations for 46 years. Our tagline, "Getting to the Heart of the Matter," speaks of our fervent belief that effective philanthropy must begin with understanding and touching the donor's strongest emotions and passions. We know that commitment to your organization and belief in your mission are what motivate donors to give, and our communications are designed to foster that commitment and belief while educating donors about the benefits of various gift vehicles.

Stelter offers a complete line of custom-designed, direct mail gift planning programs and the most complete interactive gift planning Web product in the country. Our services include the only nationwide field staff that conduct face-to-face, on-site marketing consultations. Learn more about how we can assist your organization in "Getting to the Heart of the Matter." Visit us at www.stelter.com or call 800.331.6881.



Getting to the heart of the matter

Nurturing Relationships **Sharing** Your Message **Cultivating** Philanthropy

www.stelter.com ■ 800-331-6881

