



Developing Your Value Proposition - Formulating and Communicating Your Return on Investment

Developing Your Value Proposition - Formulating and Communicating Your Return on Investment:

- Outcome-based evaluation - the value of incorporating an evaluation into your organization's operation
- The theory, terms, process and tools that help staff demonstrate your organization's impact
- Measurement - how to decide what is important to measure?
- How to capture the data needed to demonstrate your ROI
- Using data for learning, strategic planning and fundraising



Full participation in this workshop is applicable for 7 points for full day, and 3.5 points for half day in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.

Participation in the PSC Workshop How to Create a High Functioning Fundraising Board may assist you in learning or reviewing concepts covered on the Certified Fund Raising Executive (CFRE) examination as detailed on the Test Content Outline provided by CFRE International. CFRE International does not sponsor or endorse any educational programs and the How to Create a High Functioning Fundraising Board was not developed in conjunction with CFRE International.

May 18, 2020

7:30 a.m.....	Registration / Pre-Test (question cards turned in)
8:00 a.m.....	Introductions & Define Expectations (Speaker and Participants)
8:10 a.m.....	Outcome Based Evaluation process
8:45 a.m.....	How can you be a catalyst in establishing practices, policies and procedures that will all your organization's staff to demonstrate the impact of their social change effort?
9:30 a.m.	Measuring your programs – how do you decide what is important to measure?
10:15 a.m.....	Break
10:30 a.m.....	Panel of Experts
11:15 a.m.....	Closing session with Brent Lane
NOON	Adjourn