



# RELATIONSHIP BUILDING – NO SHORT CUTS TO A MILLION DOLLAR GIFT

## RELATIONSHIP BUILDING - NO SHORT CUTS TO A MILLION DOLLAR GIFT:

- Key differences between donors (corporate partners, foundations, individuals and government funders)
- From acquisition to cultivation - differences in each relationship
- Reducing churn (excelling in relationships to create champions)
- Showing value- speaking the right language in each relationship

March 31, 2020

**Trainer: Nigel Allen, President & Chief Advancement Officer at Tallahassee Memorial HealthCare Foundation**

- 7:30 a.m..... Registration / Pre-Test (question cards turned in)
- 8:00 a.m..... Introductions
- 8:10 a.m..... Key differences between corporate partners, foundations, government funders and individual donors
- 9:00 a.m..... How does your relationship differ with each (from acquisition and cultivation)?
- 10:00 a.m..... Break
- 10:15 a.m..... Reducing churn (excelling in relationships to create champions)
- 11:15 a.m..... How to speak the right language – showing value in each relationship
- NOON ..... Adjourn



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.