



Raising More Money from Your Business Community

Presented by:
Linda Lysakowski, ACFRE

August 24, 2011

1:00 – 2:30 p.m. Eastern
Noon – 1:30 p.m. Central
11:00 a.m. – 12:30 p.m. Mountain
10:00 – 11:30 a.m. Pacific
9:00 – 10:30 a.m. Alaska



Association of Fundraising Professionals
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www.afpnet.org

Linda Lysakowski, ACFRE

Linda Lysakowski, ACFRE is President/CEO of CAPITAL VENTURE, a full service consulting firm. Linda is one of fewer than 100 professionals worldwide to hold the Advanced Certified Fund Raising Executive designation. In her eighteen years as a philanthropic consultant, Linda has managed capital campaigns ranging from \$250,000 to over \$30 million; helped hundreds of nonprofit organizations achieve their development goals, and has trained more than 18,000 professionals in all aspects of development in Canada, Mexico, Egypt and most of the 50 United States.

Linda has received the Outstanding Fundraising Executive award from both the Eastern PA and the Las Vegas chapters of AFP (Association of Fundraising Professionals) and in 2006 was recognized internationally with the Barbara Marion Award for Outstanding Service to AFP.

Linda is a graduate of Alvernia University with a BA in Banking & Finance and Theology/Philosophy and a minor in Communications. As a graduate of AFP's Faculty Training Academy, she is a Master Teacher and currently serves as Chair of the ACFRE Application Task Force. She is a member of the Planned Giving Committee and the Chapter Gift Committee for the AFP Foundation, and Chair Elect of the AFP Sierra Chapter in Reno, NV. She is a frequent presenter at regional and international conferences and has received two AFP research grants. Linda is the author of *Recruiting and Training Fundraising Volunteers*, *The Development Plan*, *Fundraising as a Career: What, Are You Crazy? Everything You Wanted to Know about Capital Campaigns*, *The Genius' Guide to Fundraising*, a contributing author to *The Fundraising Feasibility Study—It's Not About the Money*, co-editor of *You and Your Nonprofit*, to be published in 2010 and co-author of *The Essential Nonprofit Fundraising Handbook*. She is currently working on *Raising More Money from Your Business Community*, to be published in early 2011.

Visit the CAPITAL VENTURE website to learn more: www.cvfundraising.com

Raise More Money from Your Business Community

AFP Webinar

August 24, 2011

Linda Lysakowski, ACFRE

Approved for 1.5 credit hours

Approved Provider For



Linda Lysakowski, ACFRE President & CEO CAPITAL VENTURE



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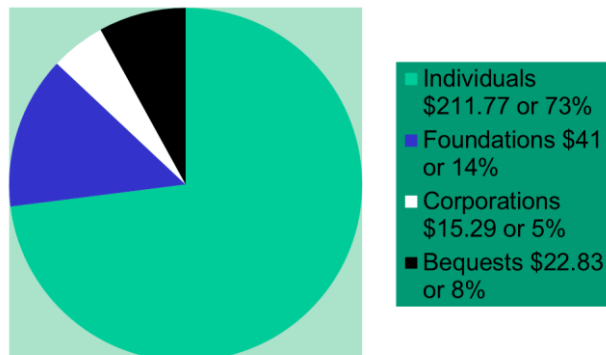
Is Corporate Philanthropy Dead or Dying?

- If so, can we resurrect it?



Is it Worth It?

2010 Contributions \$290.89 Billion



Some Facts

- Corporate giving, not including sponsorships, accounted for just over 5% of all giving in the US
- This amounted to over \$15 billion in 2010
- Corporate giving has remained relatively stable since 1967



More Facts

- If you take giving to religion out of the picture, corporate giving is around 8 percent
- Organizations count corporate foundations gifts and matching gifts in various ways
- Sponsorships and other marketing dollars are not included in philanthropic giving
- Corporations often account for more than 5 percent of gifts to capital campaigns
- Corporate giving is often the route to individual gifts from corporate leaders
- Corporate volunteer programs can add significantly to the bottom line of nonprofits



The Willie Sutton Theory



Still More Facts

- Fortune 100 companies gave 10% of their gross revenue, all companies gave 13% of their gross revenue
- Fortune 100 companies gave \$559 per employee, all companies gave \$650 per employee



Ways Businesses and Corporations Give

- Cash gifts/grants
- In-kind donations
- Employee Volunteerism
- Collaborations/partnerships
- Sponsorships
- Matching Gifts
- Workplace giving programs



Strategies to Approach Businesses



Consider Some New Approaches

- Business Committee/Council
- Cultivation Strategies
- Business/Corporate Appeal



Asking for Advice

- Ask for money, and you'll get advice;
ask for advice and you'll get money!



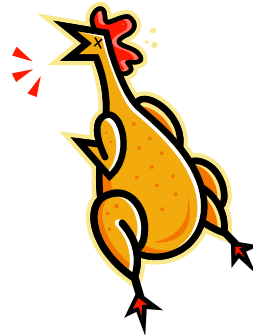
The “Advisory” Committee

- Do you want advice, or more?
- Finding and involving corporate leaders



Some Important Tools

1: The “rubber chicken circuit”



Some Important Tools

2: Knowing your case and being able to present it to the business community



Some Important Tools

3: Working with the business community



What Do Businesses Look For?

- Their Bottom Line
- Efficiency/Transparency
- Impact on Community
- Partnership Opportunities
- Recognition



Questions



So How Do We Approach Business to Succeed?

- Assess your current assets.
- What do you need?
- Who do you need to involve?
- Where will you find these leaders?



Cultivation Events/Activities



Cultivation Activities

- Tours
- Individual Meetings/Advice Meetings
- Involvement with your Organization



Cultivation Events

- Breakfast Meetings/Lunches/Cocktail Parties
- The Host
- The Invitees
- The Agenda



The Board's Role

- Hosting Cultivation Events/Activities
- Opening Doors
- The Development Committee



The Business Appeal

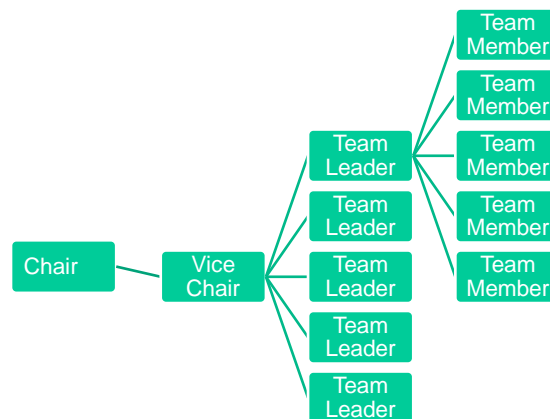


What Makes it Successful

- Volunteers
- Structure
- The Case
- Choosing the Right Prospects
- Training
- Reporting



The Structure



The Process

- Identify Prospects
- Set Goals
- Develop the Case
- Recruit the Chairs
- Build the Teams
- Train Volunteers
- Report Meetings
- Provide Recognition/Incentives
- Assess Results



Homework

- List three steps you will take to “step up” your business approach.
- List three companies you want to involve with your organization.
- List three key volunteers you need to involve.
- What is the one thing you will do tomorrow to get started?



Questions



Thank You

- CAPITAL VENTURE™
 - Check out www.cvfundraising.com for free tools
 - Check out the *Fundraiser's Private Vault™* and
 - The *Fundraiser's Personal Muse™*



Coming Next....



September 15, 2011

1:00 – 2:30 p.m. ET

***Face-to-Face Basics:
Integrating Individuals into Your
Development Plan***

AMY M. EISENSTEIN, MPA, CFRE

For a listing of the 2011 AFP Web/Audioconference Series, please visit our website at www.afpnet.org in the professional development section.





CERTIFICATE OF PARTICIPATION

**I was a participant in the AFP Webconference held
August 24, 2011
1:00 – 2:30 PM Eastern**

Raising More Money from Your Business Community

**Presented by:
Linda Lysakowski, ACFRE**

Full participation in this session is applicable for 1.5 points in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.

Signed _____

This is for your records only.

Association of Fundraising Professionals

August 24, 2011

Raising More Money from Your Business Community

You may use this form to capture your immediate impressions.
Please complete the evaluation online by **August 31, 2011** at:

<http://www.surveymonkey.com/s/CWH7LC8>

	EXCELLENT			AVERAGE		POOR	
	(7)	(6)	(5)	(4)	(3)	(2)	(1)
1. OVERALL RATING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. CONTENT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. HANDOUTS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. AUDIO QUALITY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. EASE OF REGISTRATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. SIMILARITY OF ACTUAL PROGRAM VERSUS ADVERTISED CONTENT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. VALUE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PRESENTER: OVERALL EFFECTIVENESS

8. Linda Lysakowski, ACFRE

MY SITE PARTICIPATED AS:

A WEBCONFERENCE AN AUDIOCONFERENCE

WOULD YOU PARTICIPATE IN ANOTHER VIRTUAL SEMINAR? **Yes** **No**

WHAT WAS YOUR OVERALL IMPRESSION OF THE EVENT AND THE VIRTUAL SEMINAR FORMAT? ANY ADDITIONAL COMMENTS?

NAME (OPTIONAL): _____

SITE LOCATION: _____

YOUR FEEDBACK IS IMPORTANT! YOU MAY COMPLETE AN ELECTRONIC EVALUATION AT
<http://www.surveymonkey.com/s/CWH7LC8>



Association of Fundraising Professionals

2011 WEB/AUDIOCONFERENCES

Educating Fundraisers in the 21st Century



- **FEBRUARY 16, 2011, WEDNESDAY**
Planning to Keep Your Donors
John Joslin, CFRE
- **FEBRUARY 24, 2011, THURSDAY**
It's Not About You, It's About Them: the New Imperative in Corporate Fundraising
Jason Saul, Author
- **MARCH 2, 2011, WEDNESDAY**
The Secrets of Consultants
Penelope Cagney, CFRE
- **MARCH 24, 2011, THURSDAY**
Seriously Good innovation... in Practice!
Jon Duschinsky
- **APRIL 7, 2011, THURSDAY**
Strengthening Foundation Relationships
John Greenhoe, CFRE
- **APRIL 20, 2011, WEDNESDAY**
Social Networking and Online Fundraising Success
Ted Hart, ACFRE
- **MAY 4, 2011, WEDNESDAY**
Managing Prospect Relationships and Fundraising Activity in a Campaign
Elizabeth Crabtree, Director of Prospect Development at Brown University
Sponsor: *The Association of Prospect Researchers for Advancement (APRA)*
- **MAY 19, 2011, THURSDAY**
Developing a Planned Giving Marketing Plan
Timothy Logan, ACFRE
- **JUNE 1, 2011, WEDNESDAY**
Campaign Reporting
Elizabeth Crabtree, Director of Prospect Development at Brown University
Sponsor: *The Association of Prospect Researchers for Advancement (APRA)*
- **JUNE 21, 2011, TUESDAY *3:00 PM EASTERN***
How to Raise More by Selling your Impact
Jason Saul, Author
- **JULY 13, 2011, WEDNESDAY**
When Raising Money 10 Legal Matters to Avoid
Marty Martin, JD, MPA
- **JULY 26, 2011, TUESDAY**
Building Relationships that Pay Off
John Hicks, CFRE
- **AUGUST 24, 2011, WEDNESDAY**
Raising More Money From Your Business Community
Linda Lysakowski, ACFRE
- **SEPTEMBER 15, 2011, THURSDAY**
Face-to-Face Basics: Integrating Individuals into Your Development Plan
Amy Eisenstein, CFRE
- **SEPTEMBER 28, 2011, WEDNESDAY**
Nonprofit Internet Management Strategies, Tools and Trade Secrets
Ted Hart, ACFRE
- **OCTOBER 4, 2011, TUESDAY**
Structuring Your Development Office for Success
Monique Hanson
- **OCTOBER 27, 2011, THURSDAY**
From Boomers to Echo Boomers: Giving Across the Generations
June Bradham, CFRE, Rachel Hutchisson & Tucker Branham, CFRE
- **NOVEMBER 1, 2011, TUESDAY**
Donor Centered Planned Gift Marketing
Michael J. Rosen, CFRE
- **NOVEMBER 17, 2011, THURSDAY**
Digital Mobilization on Giving
Marcelo Iniarra
- **DECEMBER 6, 2011, TUESDAY**
Secrets of Success in the Small Shop
Sandy Rees, CFRE
- **DECEMBER 14, 2011, WEDNESDAY**
Building a Major Gifts Program through Integrated Solicitations
Adam Burk, CFRE



CFRE Approved Continuing Education Provider

*Please note each Web/Audioconference session offers CFRE points!

*Web/Audioconferences will be held at 1:00-2:30 p.m. Eastern / 12:00-1:30 p.m. Central
11:00 a.m.-12:30 p.m. Mountain / 10:00-11:30 a.m. Pacific / 9:00-10:30 a.m. Alaska (*except on June 21, 2011)*

FEES: \$159 (U.S.) per member session; \$295 (U.S.) per nonmember session

Special AFP Member Bundle - \$99 per session when registering for 10 or more programs at one time!



AFP 2010/2011 WEB/AUDIOCONFERENCE SERIES

- February 16, 2011 John Joslin, **Planning to Keep Your Donors**
- March 2, 2011 Penelope Cagney, **The Secrets of Consultants**
- March 24, 2011 Jon Duschinsky, **Seriously Good Innovation... In Practice!**
- April 7, 2011 John Greenhoe, **Strengthening Foundation Relationships**
- April 20, 2011 Ted Hart, **Social Networking and Online Fundraising Success**
- May 4, 2011 Elizabeth Crabtree, **Managing Prospect Relationships and Fundraising Activity in a Campaign**
- May 19, 2011 Timothy Logan, **Developing a Planned Giving Marketing Plan**
- June 1, 2011 Elizabeth Crabtree, **Campaign Reporting**
- June 21, 2011* Jason Saul, **How to Raise More by Selling your Impact**
- July 13, 2011 Marty Martin, **When Raising Money 10 Legal Matters to Avoid**
- July 26, 2011 John Hicks, **Building Relationships that Pay Off**
- August 24, 2011 Linda Lysakowski, **Raising More Money From Your Business Community**
- September 15, 2011 Amy Eisenstein, **Face-to-Face Basics: Integrating Individuals into Your Development Plan**
- September 28, 2011 Ted Hart, **Nonprofit Internet Management Strategies, Tools and Trade Secrets**
- October 4, 2011 Monique Hanson, **Structuring Your Development Office for Success**
- October 27, 2011 June Bradham, Rachel Hutchisson & Tucker Branham, **From boomers to Echo boomers: Giving Across the Generations**
- November 1, 2011 Michael J. Rosen, **Donor Centered Planned Gift Marketing**
- November 17, 2011 Marcelo Iniarra, **Digital Mobilization on Giving**
- December 6, 2011 Sandy Rees, **Secrets of Success in the Small Shop**
- December 14, 2011 Adam Burk, **Building a Major Gifts Program through Integrated Solicitations**

This order is for Live Event, Download, CD (\$5.00 for shipping in the U.S., \$20 for International orders)

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Four ways to register:

- Online: <http://afp.peachnewmedia.com>
- Fax: 781-723-0433
- Phone: 770-805-6292
- Mail: Peach New Media, 153 Prospect Street, Suite 330, Marshfield Hills, MA 02051

Please print clearly (especially the email address)

Name _____ Member ID# _____ Title _____

Organization _____

My Site is sponsored by an AFP Chapter Chapter Name _____

Street Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Phone _____ Fax _____ Email _____

Can't make a Webconference? Purchase the recorded session as a download or on CD.
Call 877-728-3904 or visit our website at <http://afp.peachnewmedia.com>

(Payment must accompany registration and must be paid in U.S. funds)

Method of payment (check one):

- Check enclosed payable to *Peach New Media*
- MasterCard VISA Am. Ex. Discover

Card # _____ CVV Code _____ Exp. _____ Signature _____

3-digit code on back of card

Billing Address: _____ City _____ State _____ Zip _____