

### FUNDRAISING ACADEMY SERIES EVENT:

## Transforming your Nonprofit from Good to Great at Fundraising

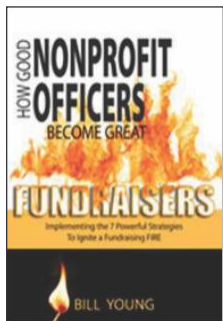


Presented by **Bill Young**, author and speaker

It's a challenge for busy nonprofit leaders to establish and then implement a successful fundraising plan, beyond the essentials of writing grants or organizing events.

Bill's training offers a step-by-step evaluation of your current prospecting processes and then the opportunity to implement a daily structure that connects your fundraising staff to the people, corporate partners and power partners who can provide the most value (investment) to the organization.

In this exclusive roundtable, Bill draws from his own experience as an entrepreneur, nonprofit leader, board member and sales professional to provide a tailored overview of the step-by-step processes, real world case studies, and "a-ha" moments. His book, ***How Good Nonprofit Officers Become Great Fundraisers***, presents a proven system for development and executive directors to transform their staff from good to great at fundraising.



#### Attendees will:

- Tackle the organization's most difficult Fundraising staff challenge.
- Understand how to use the Fundraising Fire Formula ( $C^2Q+P^3 = \text{Funds}$ ) to engage and track each potential opportunity.
- Learn about the 12 Assumed Challenges that could be holding back your development team.
- Identify the financial loss or gain from ineffective meetings and calls
- Articulate the prospect's challenges/opportunities and focus on real world ROI (articulated in their words, not yours).
- Manage day-to-day behavior with unique tools.

#### Who Should Attend?

Nonprofit CEOs, Presidents, Executive Directors, Development Officers, Fundraising Staff, Major Gift Officers, Corporate Sponsorship Directors and Relationship Managers and Experienced Nonprofit Leaders. Board chairs are welcome to attend as well.

#### WHEN

Tuesday, February 7, 2012  
10:30 AM 1 hour roundtable

#### WHERE

**Fundraising Academy at Sales Leadership**

355 Union Blvd, Suite 300  
Lakewood, CO 80228  
720-221-9214

[Click here for map & directions](#)

#### REGISTRATION

Set up a one-on-one meeting with Bill or attend a Nonprofit Executive Roundtable to learn about the curriculum and objectives.

[billyoung.com/register.php](http://billyoung.com/register.php)

Ask about Board  
Fundraising Training  
In person at the Training center  
(Four dates per month)  
or train at your office  
Webinar format 2x per month

#### ABOUT THE SPEAKER:

Bill has made his mark as an entrepreneur and civic leader, helping raise millions of dollars for companies and nonprofits in his capacity as board member, volunteer and business owner. He has helped raise significant funds for children's organizations throughout the Denver area through his relationship with the Denver Active 20-30 Children's Foundation, where he was twice named member of the year and served on the board for 8 years. He has authored four books and speaks to nonprofits and entrepreneurs throughout the country. Learn more about Bill at [billyounginspires.com/](http://billyounginspires.com/)