



You are invited.

Join us for this exclusive
GCN member event!

GCN MEMBER EXPERT SERIES EVENT:

Transforming your Nonprofit from Good to Great at Fundraising

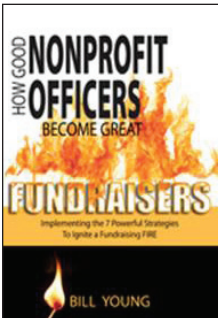


Presented by Bill Young, author and speaker

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 you to the people, corporate partners and power partners who can provide the most value (investment) to the organization.

In this exclusive member workshop, Bill draws from his own experience as an entrepreneur, nonprofit leader, board member and sales professional to provide a tailored program of 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 nonprofit from good to great at fundraising.



Attendees will:

- Use the Fundraising Fire Formula $CQ+P^3 = \text{Funds}$ to engage and track each potential opportunity.
- Avoid the 12 Assumed Challenges including the eagerness trap.
- Overcome the Lone Wolf Phase & create trust with proven impact questions.
- Articulate the prospect's pain/gain and focus on real world ROI (articulated in their words, not yours).
- Manage day-to-day behavior with unique tools.
- Increase individual officer fundraising by 10%, 25%, 50%.

Who Should Attend?

New Development Officers and Executive Directors, Fundraising Officers, Major Gift Officers, Event Managers, Corporate Sponsorship and Relationship Managers and Experienced Nonprofit Leaders.

WHEN

Tuesday, February 9th

8:30 am Registration

9 - 11:15 am Presentation

11:15 - 11:45 am Speaker Meet&Greet
and Book Signing

WHERE

Georgia Center for Nonprofits

100 Peachtree St. NW, Suite 1500

Atlanta GA 30303

[CLICK HERE FOR MAP & DIRECTIONS](#)

REGISTRATION

This GCN member event has limited capacity, so register yourself and your team soon!

[LEARN MORE](#)

[REGISTER NOW!](#)

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 www.billyounginspires.com/

The Georgia Center for Nonprofits

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