



**MAKE #PHILANTHROPY
HAPPEN**

SANFORD
**INSTITUTE of
PHILANTHROPY™**

AT

XAVIER

UNIVERSITY of LOUISIANA

Relationship Building

Presented by Nora Ellersten - The Funding Seed

December 14, 2017 / 11:30am-1:00pm

Xavier University - University Center Room 205

\$25.00 (includes light lunch / materials)

Apply here:

<https://www.eventbrite.com/e/relationship-building-tickets-35542641999>

Objectives

- *Understand the value of donor loyalty and what it means to your organization
- *Discover some of the leading causes for the lack of donor retention
- *Study the keys for retaining a higher percentage of donors
- *Appreciate how to maximize current donors and win back lapsed donors
- *Learn how to “close the loop” and give donors of all sizes the satisfaction they need to stay sold on the cause
- *Develop a plan for follow-up activities with major donors and for communicating with donors in a meaningful way so that they continue to provide financial support