

Find donors. Raise capital. Succeed.

Your goals deserve it.

Improve your fundraising processes and capabilities with this innovative workshop series offered by D'Alessandro, Inc.

Are you wondering:

- ▶ How to raise the financial performance of your organization?
- ▶ How to engage your leadership in the capital transformation process?
- ▶ How to effectively sell your organization using new tools to succeed?
- ▶ How to discover your best donors?
- ▶ How diversified revenue streams can be created for your organization?
- ▶ How to package your vision?
- ▶ How you can build capacity and sustainability for your organization?

The Capital Transformation ProcessTM

blast through barriers for monumental growth

Program Includes Four Focus Areas:

Vision

Define your goals and articulate them internally
Package and present your intent to targeted audiences

Leadership

Improve your understanding of leadership practices
Strengthen and grow your team

Donors

Achieve greater results by improving technology and metrics for identifying donors

Planning

Research, create and implement your development plan

The Capital Transformation Process™

Build knowledge and capability with The Capital Transformation Process™. This four-session workshop series, offered exclusively through D'Alessandro Inc., delivers a proven methodology for effective nonprofit fundraising. Each workshop, supported by an online user community and tools, provides critical techniques within Four Fundraising Focus Areas—vision, leadership, donors, and planning. The result of this accumulated knowledge is the vision and skill to construct and execute profitable fundraising strategies.



▲ Workshop One: The Foundation Builder

Get the basics to get results. The first workshop provides the foundation for the overall workshop series. Workshop One provides a practical overview of the trends and differentiators in the marketplace and a historical context of nonprofit fundraising.

Vision: Identify your organization's goals

Leadership: Develop a better understanding of strong leadership practices

Donors: Describe database technology solutions and constituent database profiling

Plan: Examine the anatomy of an ideal plan; discuss alignment with strategy and organizational priorities

▲ Workshop Two: The Support Analyzer

Get specific to speed success. The second workshop builds upon the previous one to take practical information and apply it to your organization's unique situation. It's at this point insight begins to materialize into concrete and specific action steps.

Vision: Define an actionable, scaleable vision of your organization for the next five to ten years

Leadership: Evaluate the current roles and responsibilities of your organizational leaders and map a transition process to strengthen and direct leaders

Donors: Analyze different streams of revenue from your various donor classes

Plan: Collect data for your organization; define your organizational structure

▲ Workshop Three: The Structure Developer

Get in motion to capture momentum. Bringing together the content covered in the first two sessions, The Structure Developer workshop helps establish your own strategic development plan and prepare for its execution. We will challenge assumptions here and refine core competencies to optimize success.

Vision: Illustrate how to successfully communicate your goals to donors and internal clients

Leadership: Effect real change within your leadership team

Donors: Establish the screening and ratings methodology; create a portfolio of names and metrics to follow

Plan: Refine the strategic development plan to align with your organization; test its strength and validity with your counterparts in the workshop

▲ Workshop Four: The Showcase Maximizer

Present results and soar. The final session brings together the entire series in order to deploy the final outcome. After delivering a presentation to your workshop counterparts, you will be ready to execute your strategic development plan as you utilize all four of the specific areas with the tools and capabilities developed throughout the series.

Vision: Package your organization's goals externally through marketing materials, communication pieces and leadership

Leadership: Create a leadership mandate document and understand what it provides

Donors: Present the top 150 prospects and begin profiling

Plan: Pitch your development plan to workshop counterparts; execute your organization's plan

**Go to www.dalessandroinc.com
or call our office at 888-818-9250 to learn more**