

Community Shares Learning Collaborative

Community Shares of Mid Ohio is proud to present its spring education series featuring Kerri Mollard of Mollard Consulting.



Mollard Consulting

Fundraising Strategies • Planning • Capacity Building

The series is aimed at non-profit executives and development professionals looking to get the most out of their fundraising plans and strategies.

Our goal is to build capacity.

DATA & DOLLARS

Thursday, February 23, 2017 from 2-4:30 pm

Is your database your friend or your foe? Learn how to properly record gifts, analyze the data, look for trends, use a dashboard, calculate average gift size, and donor retention rate so that you create meaningful reports. Assess your fundraising ROI and develop a strong budget.

DONORS

Thursday, March 23, 2017 from 2-4:30 pm

What is "Moves Management" and how should I use it? Learn how to make sense of and track annual donor growth and annual donation growth. You will learn how to research potential donors, make connections, cultivate, and engage.

WORDS

Thursday, April 27, 2017 from 2-4:30 pm

What language should I use? Learn how to tell your organization's compelling story in order to effectively communicate. We will discuss how to write an appeal letter, case for support, e-blast, stewardship letter, grant narrative and annual report.

EVENTS & COOL STUFF

Thursday, May 25, 2017 from 2-4:30 pm

Are they worth the time? Learn the key considerations of planning events. How many is enough? What percent expense to charitable donation ratio is good? What about crowdsourcing, online donations, text to give – all the new and trendy stuff my board keeps saying I should try?

About Mollard Consulting

Mollard Consulting's mantra is *"be healthy"*

Mollard builds financial health through effective fundraising strategies, organizational health through planning, and sector health through capacity building, as they believe that thriving nonprofits are essential for a healthy society.

Sessions to be held at Community Shares and series registration can be made via phone to 614-262-1176 or on the web at <http://events.eventzilla.net/e/data--dollars-2138892970>

Community Shares of Mid Ohio Member Price:
\$40 per session or \$150 for all four

Non-Member Price \$50 per session or \$190 for all four