



Excelling in Corporate and Foundation Development

AUDIENCE

Corporate and foundation development officers

Work strategically to maximize foundation and corporate giving

Program Benefits

Foundation and corporate giving is an essential piece of university and non-profit fundraising efforts. In today's world of funding cuts, it is more critical than ever that development officers and fundraisers work strategically, understand their sales cycle and their clients' buying/giving cycle -including where buyers are in this cycle and what needs to be done to move them along - and be more disciplined in their account planning. *Excelling in Corporate and Foundation Development* aids corporate and foundation development officers and fundraisers in their effort to produce results by helping them develop a common language and sales approach, establish credibility with corporation senior executives, and employ the best practices for creating customer-centric account strategies that promote donor investment in their institution.

After completing this workshop, participants will be able to:

- Use the knowledge of what executives value when contemplating a donation, as well as knowledge of prospective corporations' and/or foundations' business goals and challenges, to establish credibility with executives
- Distinguish between the prospect's buying cycle and their own solicitation cycle
- Develop impactful value propositions appropriate for corporate development that define the unique value of the development officer's and/or fundraiser's institution
- Utilize a questioning model, including a high-impact questioning technique relevant for corporate development, to enhance the development officer's and fundraiser's credibility and assist them in moving the client through the buying/giving cycle
- Undertake a strategic account planning approach that identifies the key influencers and decision makers within their client organizations, assesses the giving opportunities, and helps structure account objectives and action plans

Program Description

Excelling in Corporate and Foundation Development is an experiential, action-learning design that allows participants to develop personal insights, discover knowledge, and build skills relevant to their specific needs. Corporate and foundation development officers are able to engage with peers and apply learning directly to their corporate client situations and challenges. During the program, participants learn how to:

- Create a common language and sales approach for client solicitation
- Identify where donors are in their buying/giving cycle, and how donors can be influenced
- Enhance portfolio management through the use of a sales funnel approach
- Achieve credibility and strategic relevance with executive buyers
- Create and align a value proposition with the client's needs
- Develop an account strategy plan and apply it to a specific account

Implementation/Customization

Excelling in Corporate and Foundation Development is implemented over one day and is appropriate for up to 24 participants per facilitator. Materials and activities are customized to your organization's critical issues, tactical and strategic goals, and objectives. A Train the Trainer program is also available.

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