



Signature Speaking Topics

Alice Ferris, MBA, CFRE, ACFRE

Jim Anderson, CFRE

Custom presentations are also available upon request.

Speaking inquiries:

Amanda Butterworth

888.883.2690 ext. 7

Amanda.Butterworth@goalbusters.net

Keynotes

The Thanking Business: Lessons from 100 Days of Gratitude

People in the philanthropic sector face challenges daily: difficult economic environments, shifting social priorities, never-ending community needs, and evolving demographics and perspectives of donors. So how do we keep ourselves motivated to keep going? It's because of the passion and investment of philanthropists! Let's spend some time talking about the thanking business, which is at the heart of all voluntary giving.

Shades of Grey: Ethical Fundraising in Changing Times

Black. White. Right. Wrong. It's easy to tell the difference, correct? The longer you are in the nonprofit sector, the "greyer" issues become. So how can you apply ethical decision-making to challenging and ever-changing fundraising and nonprofit issues? We will discuss real-world situations around accountability, public trust, and fundraising ethics.

Fiercely Authentic: Staying True to Your Personal Brand

In today's 24/7 culture, you have unprecedented access to leaders through social media, text, and in-person interactions. This also means that you are being highly scrutinized on a regular basis. Each of us has a personal brand, online and offline, and how we use the available tools can shape how we're perceived. In this talk, we'll explore the elements of your brand, how social media, traditional channels, and personal presence impact your brand, and the power of being fiercely authentic.

The House of Philanthropy: Creating a Framework for Cross-Cultural Giving

Every day, the world of philanthropy gets more culturally complex. As the sector evolves, we must recognize commonalities and differences in how cultures relate to philanthropic giving and how that impacts fundraising strategy. In this session, we'll discuss the rich vocabulary, varied currency, donor motivations, and key relationships in our many philanthropic communities and develop techniques to nuance your fundraising programs.

Workshops

Board Development and Leadership

How to Survive Your Board

Most people join a board to do good. But now and then, you must deal with the problem children: "The Know It All," "The Social Butterfly," "The Eternal Pessimist," and more. Whether you are a staff person or a volunteer peer, it can be frustrating and counterproductive to ignore dysfunction on your board, yet we often let it go since we don't know any other way. In this interactive session, we'll discuss troublesome archetypes, their fundamental motivations, what an optimal board culture might be for your organization, ways to identify and motivate champions of change, and subtle and not-so-subtle methods to manage the change process even if you're not in charge.

The Accidental Fundraiser: Tips and Tricks for Board Members Who Never Wanted to Fundraise in the First Place

You joined a nonprofit board of directors because you believed in the organization's cause, but now they want you to FUNDRAISE. Yikes! Since you will have to help with fundraising, let's make it less of a mystery. Learn how to determine your best role in the development process, communicate your organization's impact in the community, and make the asking part a little more rewarding for you and your organization.

Communication

Storytelling: Communicating Your Mission with Infectious Passion

No one ever gave to an organization because of a PowerPoint presentation. So why do people contribute to a cause? Because their passion for making a difference has been ignited! You can help ignite a donor's passion for your cause through the fundamentals of storytelling. Whether you're telling the story through a grant proposal, a video message, a radio announcement, or one-on-one, you can use storytelling structure to help your donor see their role in making your mission a success.

Small Shops

Fundraising for People with No Time to Fundraise

When you have limited staff, it can sometimes feel like you're on a never-ending hamster wheel—constantly dealing with daily demands and seemingly making little progress. But any organization and any size staff can find ways to make the fundraising program more effective, helping to build resources and the case to grow your team. Through real-world examples, we'll face the challenges of a small shop, provide practical tips on doing more with less, and share thoughts on influencing investment in your fundraising program.

Planning, Assessment, and Practical Strategies

The Velvet Rope: Creating Effective Special Events

Are your donors and volunteers suffering from event fatigue? They may be looking for an event that makes them feel special. Learn how to create the VIP experience for your donors, volunteers, and sponsors, whether you are hosting a formal gala or a family picnic. This session will cover how to align your special event with your mission, identify your target audience and what motivates them, and creative ideas for making participants feel special.

Management, Leadership, and Trends

Fostering a Growth Mindset in Difficult Times

Teams that promote and foster a growth mindset tend to be more collaborative, empowered, and committed--all factors we need in an effective organization. But how do difficult times impact people's ability to stay positive and maintain a growth mindset? In this session, we'll review Dr. Carol Dweck's research on mindset, translate how a growth mindset can help build a more effective team, and provide real-world examples of how mindset can help you survive and thrive.

Handling Change When There Are Humans Involved

Change is the "new normal." Everyone has changed how they do business, so how do you lead your team through this chaotic time? We'll use real-world examples to discuss the stages of change, personality archetypes you may encounter, and strategies to motivate your team.

Ok, Boomer...Understanding Philanthropy Across Generations

As donors, volunteers, and professional practitioners, we now have the greatest span of generations in recent memory in the philanthropic community. As we develop our fundraising programs, we must consider that each generation has different motivations for philanthropy, different modes of communication, and different ways that they will act. So how do we engage Baby Boomers, Generation X, Millennials, and the activist Gen Z in our causes? In this session, we will talk about the characteristics of the generations, communication methods, and do's and don'ts in intergenerational development.