



## Signature Speaking Topics

Custom workshops also available upon request.

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### Keynotes

#### **Ikigai and the Modern Fundraiser**

We give in the charitable sector. We give our money, time, and energy...sometimes to the point of feeling absolutely spent. But if we don't take care of ourselves, how can we continue to be change makers in the world? Using ikigai, a Japanese concept about your life's purpose, we will explore how to develop a mindset that supports self-care and how to prioritize yourself in your already busy life.

*(Alice Ferris)*

#### **Nobody's Perfect: Building Resilience When Things Don't Go According to Plan**

Let's face it, there are a lot of things that can go wrong in your nonprofit career--you get fired or laid off, your largest funder goes bankrupt, you offend a significant donor, or perhaps you have to deal with a global pandemic? The key to success in your fundraising career is not about being perfect, but about gracefully dealing with the aftermath when everything invariably gets royally messed up. With examples from screw ups and detours over the course of her 30+ year career, Alice will share lessons learned from her favorite mistakes and dramas and how you can strengthen your resilience to make a spectacular recovery. *(Alice Ferris)*

#### **The Thanking Business: Lessons from 100 Days of Gratitude**

People in the philanthropic sector face challenges every day: difficult economic environments, shifting social priorities, never ended 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. *(Alice Ferris and Jim Anderson)*

#### **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, however, the "greyer" issues become. So how can you apply an ethical decision making to challenging and ever changing issues in fundraising and the nonprofit sector? We will discuss real world situations around accountability, public trust, and fundraising ethics. *(Alice Ferris and Jim Anderson)*

#### **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 one of us has a personal brand, online and offline, and how we use the tools available can shape how we're perceived. In this talk, we'll explore the elements of your personal brand, how social media, traditional channels and personal presence all impact your brand, and the power of being fiercely authentic. *(Alice Ferris or Jim Anderson)*

## Workshops

### Board Development and Leadership

#### **How to Survive Your Board**

Most people join a board to do good. But every 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 some subtle and not so subtle methods to manage the change process even if you're not in charge. *(Alice Ferris and Jim Anderson)*

#### **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're going to have to help with fundraising, let's make it less of a mystery. Learn about how to determine your best role in the development process, how to communicate your organization's impact in the community, and how to make the asking part a little more rewarding for you and your organization. *(Alice Ferris and Jim Anderson)*

### Communication

#### **Storytelling: Communicating Your Mission with Infectious Passion**

No one ever gave to an organization because of a Power Point 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. *(Alice Ferris and Jim Anderson or Jim Anderson)*

#### **Using Social Media for Good**

Facebook, Twitter, Snapchat, Instagram, and many others grab our attention every day. So how do you harness these networks to help your charitable cause? We will help you understand your audience to pick the right platform to use; examine the social media communities available, and how to best cultivate your network; discuss the ethical considerations of using social media in fundraising; show practical tools on how to manage social media without it taking over your life; and demonstrate innovative ways to tell stories that deepen your relationships with your donors. *(Jim Anderson)*

#### **A Thousand Words: Using Visual Storytelling**

A picture is worth a thousand words...and sometimes our pictures don't say what we want them to. Your visual social media feed, whether Instagram, Twitter, Facebook or other platforms, can quickly engage your audiences in your story, but only if you're consciously deciding on your visual narrative. Learn how to quickly build your story arc with still pictures and “mini-movies” to create an emotional connection. *(Jim Anderson)*

## **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 ceasing hamster wheel—constantly dealing with the day to day 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 how to influence investment in your fundraising program. *(Alice Ferris and Jim Anderson)*

### **Cheap, Fast AND Good: Marketing Tools for People With Other Things to Do**

If you're in a small shop, you're looking for cheap, fast and good marketing strategies that won't take over your life. In this rapid-fire session, we'll review some favorite free or cheap marketing strategies, cut through the clutter of the tools available, and help you focus on the best options for your cause. *(Jim Anderson)*

## **Planning, Assessment and Practical Strategies**

### **Creating a Fundraising Plan That You'll Actually Use**

There are many fundraising emergencies that seem to arise every day – a donor needs immediate attention, a proposal is due today, or a mailing needs to be approved right now. Unfortunately, this can lead to a high level of stress and lack of health for the development program and you, the practitioner! How can we change the paradigm and create a healthy, sustainable and doable fundraising program? In this workshop, we'll talk about a realistic, workable plan for your fundraising efforts and strategies to make it actionable every day. *(Alice Ferris)*

### **Planning When You Don't Know What's Next**

To say that today's environment is rapidly changing would be a gross understatement. Who knows what will happen next? It may seem like this is a time to abandon your plan. President Dwight D. Eisenhower purportedly said, "The plan is useless, but planning is critical." In this session, we'll talk about risk assessment, the planning process amid chaos, and how to create a realistic, workable plan and strategies to make it actionable every day. *(Alice Ferris and Jim Anderson or Alice Ferris)*

### **The Velvet Rope: Creating Effective Special Events**

Are your donors and volunteers suffering from event fatigue? What they may be looking for is 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; how to identify your target audience and what motivates them; and creative ideas for making participants feel special. *(Alice Ferris and Jim Anderson)*

## **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 not only survive, but thrive in spite of our current environment. *(Alice Ferris and Jim Anderson or Alice Ferris)*

## **Handling Change When There Are Humans Involved**

Change is the “new normal.” Everyone has been forced to change the way they do business, so how do you lead your team through this chaotic time? Using real world examples, we'll discuss the stages of change, personality archetypes you may encounter, and strategies to motivate your team. *(Alice Ferris and Jim Anderson or Alice Ferris)*

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

Every day, the world of philanthropy gets more culturally complex. As the sector continues to evolve, we must be aware of 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. *(Alice Ferris and Jim Anderson)*

## **Ok, Boomer...Understanding Philanthropy Across Generations**

In the philanthropic community now, we have the greatest span of generations in recent memory—as donors, volunteers and professional practitioners. 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 characteristics of the generations, communication methods, and do's and don'ts in intergenerational development. *(Alice Ferris and Jim Anderson)*

## Webinars

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### **Online Events: Are They For You?**

Thanks to 2020, there has been a huge move to online events. But is it right for you? Just because you CAN do your event online, doesn't mean you should. In this session, we'll discuss the evaluation process to decide whether you should move forward with your event, whether online or in the future, and how to take advantage of the benefits of the online environment to make your program engaging. *(Alice Ferris and Jim Anderson)*

### **The 7 Habits of Highly Effective Boards**

Often nonprofit boards conduct their work on instinct. But how much could you improve your effectiveness if you gave what you did as an organization some proactive thought? Using the classic principles of Stephen Covey's best-selling book, *The 7 Habits of Highly Effective People*, this session addresses the core roles and responsibilities of boards, how to best set up yourselves for success, and how to be more effective with the limited time you have. *(Alice Ferris)*

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