



**GOALBUSTERS**  
CONSULTING

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*Definitions:*

Keynote: 20-60 minutes

Workshop: 60 minutes+

Suitable for distance learning:  
good for webinar format

## Sample Speaking Topics

GoalBusters will bring a lively, engaging and entertaining keynote, workshop or presentation to your next event!

This list includes a sample of past topics. Custom workshops available.

### Board Development and Leadership

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

“The Know It All.” “The Social Butterfly.” “The Eternal Pessimist.” There are many more “difficult children” on your board than just that, but it’s a start! Whether you are a staff person or a volunteer peer, it can be frustrating and counterproductive to ignore dysfunction on your board of directors. Yet, we often “let it go” since we don’t know any other way, or we are conflict averse. We’ll discuss the troublesome board member archetypes and 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 when you’re not in charge. *(staff and board members; workshop)*

#### **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 fun! 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. *(Board members and staff who support them; workshop)*

### 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. *(all audiences; keynote; workshop; suitable for distance learning)*

#### **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 through social media that deepen your relationships with your donors. *(all audiences; workshop)*

## **A Thousand Words: Using Visual Storytelling to Engage Your Communities**

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 immediate emotional connection. *(all audiences; workshop)*

### **Small Shops**

#### **Fundraising for People with No Time to Fundraise**

When you are in a small or medium sized organization with limited staff, it can sometimes feel like you're on a never ceasing hamster wheel—you are 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. Using real-world examples, this session addresses the challenges of a small shop, provides practical tips on doing more with less, and shares thoughts on how to affect the culture of your organization to prioritize an investment in your philanthropic program. *(all audiences; workshop; suitable for distance learning)*

#### **Never Too Small to Succeed: Major Gifts for Small Shops**

With the day to day demands of a development program, particularly at small to mid-size shops, it can be difficult, if not impossible, to think about cultivating major donors. Growing a major gifts program takes time, right? Yes, but any organization and any size staff can find a way to add philanthropic thinking to their all their fundraising strategies, which can lead to major gifts without a lot of additional effort. This session will share practical strategies on how to make big gifts happen regardless of your resources. *(all audiences; workshop; suitable for distance learning)*

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

#### **The Party's Over: Conducting a Special Event Audit**

Everyone likes a good party, but what do you do when you know in your heart that a fundraising event has reached the end of its effective life? Rather than let the party go on, conduct an objective event audit and let the facts help you decide what to do next. In this practical session, we'll discuss the signs of a failing event, the tools to analyze the event's effective return, ways to soften the blow to volunteers of ending a losing program, and strategies to evaluate new events before they even happen. *(all audiences; workshop; suitable for distance learning)*

#### **Fundraising Health Check: Conducting a Development Audit**

Fundraising efforts are constant, so it's often hard to pause and evaluate your program. But how do you know where you're going if you don't know where you're coming from? In this practical workshop, we'll identify the elements of a development audit, discuss quantitative and qualitative indicators of a healthy fundraising program, and walk through strategies to analyze your own program while still managing your day to day. *(Recommended for fundraising professionals; best as half day workshop, but can be as short as two hours)*

## **Holistic Fundraising: Planning for a Healthy and Sustainable Development Program**

Take care of this, STAT! In fundraising, there are many “acute” issues that seem to arise every day—a donor needs immediate attention, or 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 fundraising program that leads to a less stressed out fundraiser? In this workshop, we'll work on a comprehensive development plan that includes sustainable fundraising strategies, discuss ways to improve the health of your organization's culture of philanthropy, and examine what it takes to create a “wellness plan” for your development efforts. *(Recommended for fundraising professionals; half day workshop)*

## **The Dating Game: Effective Donor Cultivation**

In the real world, contributors of all kinds like to be "courted." They want you to develop a relationship with them before you ask for a gift. But how do you manage the cultivation process? What are creative ways to get potential donors involved with your cause? How do you explain to your boss that cultivation activities are important when he or she is asking, "Show me the money"? In this session, we'll address how to understand the motivations of your donors, diversify your cultivation techniques to match their expectations, and effectively track the cultivation process to avoid “asking paralysis.” *(all audiences; workshop)*

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

Are your donors and volunteers suffering from special 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 interactive session will cover how to align your special event with your mission; how to identify your target audience(s) and what motivates them to participate; how to implement creative ideas for making participants feel special; and how to objectively evaluate whether the event was a success. *(all audiences; workshop)*

## **Management, Leadership and Ethics**

### **Ready, Set, Succeed: A 12-Week Plan for Onboarding Development Staff**

Congratulations! You hired a new staff person on your development team! Now what? This session will provide guidance for what to do in the first 12 weeks to set up your new team member for success. We will discuss a quick development audit, assessing team dynamics, setting realistic goals and identifying key metrics and markers so that the new team member, and you, can put the best foot forward to donors. *(development and organizational leadership; workshop)*

### **Put Your Mask On First: 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, how to determine where to focus, and how to prioritize yourself in your already busy life. *(all audiences; workshop)*

### **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. *(all audiences; workshop)*

## **Organizational Evolution: Managing Change When There Are Humans Involved**

It's often very easy to recognize when an organization needs to change, but it's a lot harder to make it happen! Legacy staff and volunteers, “we've always done it this way” perspectives, and plain old inertia can put many frustrating road blocks in your way. There are ways, however, for the persistent and patient to guide the change process and help an organization evolve. Using real world examples, we'll discuss the stages of organizational growth, personality archetypes you may encounter, and strategies to build momentum toward change. *(all audiences; workshop; suitable for distance learning)*

## **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. *(all audiences; workshop; suitable for distance learning)*

## **Surfing the Next Wave of Philanthropy**

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. *(all audiences; workshop; suitable for distance learning)*

## **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. Now, more than ever, 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. *(all audiences; workshop)*

## **Keynotes**

### **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. *(all audiences)*

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

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### **Break the Rules: When Best Practices Aren't and What to Do Instead**

There are many "givens" in fundraising that are based on "best practice." Best practices are called that for a reason, right? In your day-to-day life, however, it often depends. In this occasionally heretical session, we'll discuss the core purposes of common practices, apply critical analysis to determine if they're effective, identify the new best things and emerging trends that might stick, and discuss how to make the best of the practices you can't get rid of. *(all audiences; keynote)*

### **How to Tame a Lion: Why Having For-Profit People in the Nonprofit World is Not So Bad After All**

Are you from 'the Dark Side'? When people come from the for-profit sector into the nonprofit sector, they need to learn new cultures, different practices, and new vocabulary. There are a lot of stereotypes and many visceral reactions to sales and fundraising. But once you get to know each other, you're not so different after all. Through personal stories, we'll reflect on what's different, what's the same, and how fundraising and sales skills can help build a stronger team. *(all audiences)*

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