



Speaking inquiries:

Amanda Butterworth
888.883.2690 ext. 7

Amanda.Butterworth@goalbusters.net

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

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. *(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 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. *(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. *(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. *(workshop)*

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. *(workshop)*

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. *(workshop; suitable for distance learning)*

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. *(Recommended for fundraising professionals; minimum two hour workshop)*

Sprinting Your Way to Major Gifts Success

Let's face it, no one has enough time to manage their major gifts program by the book. Regardless of whether your portfolio is 5 people, or 500, you need a practical way to qualify, cultivate, solicit and steward the people investing in your cause. Stealing from the tech field, we'll discuss using Scrum, a project management model, to better track and implement the activities of your major gifts program. Using real world examples for a current campaign, you'll learn about different types of process management, what Scrum is, and how to put this model to work. *(major gifts and development leadership; workshop; suitable for distance learning)*

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. *(workshop)*

Management, Leadership and Trends

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. *(keynote, workshop, up to a full day retreat)*

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

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. *(workshop; suitable for distance learning)*

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.

Storytelling: Communicating Your Mission with Infectious Passion

Why do people contribute to a cause? Because their passion for making a difference has been ignited! You can help trigger 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.

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. 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.

Use the Force: Why For-Profit People in the Nonprofit World is a Good Thing

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.

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.

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.

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