Mechanisms of Action: Deepening the Donor Relationship to Secure the Future

Orchestras face constant pressure to sustain quality programming while funding the future, be it a new performance space, new audiences, or a debt-free existence. This session will explore three strategies for deepening donor relationships to inspire bigger gifts: the feasibility assessment, the incorporation of challenge grants, and the institution of a planned giving program. Participants will learn how to:

- leverage existing support to inspire big gifts;
- incorporate donor interests with organizational priorities to shape messaging; and
- balance immediate and future needs by including planned gifts in fundraising challenges.

Presented by: Eric Javier, Principal and Managing Director, CCS Fundraising

The Power of Mission and Measurement

With the pressure and expectations around impact measurement growing, nonprofit boards and executives need to be planning a strategy and approach to measuring effectiveness and efficiencies of their programs and ensuring alignment to their mission.
Please join us as we review industry and donor trends and discuss challenges and opportunities while sharing perspective on process and approach.

Presented by: Joy Hunter Chaillou, Managing Director, National Trust Practice Executive, US Trust

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