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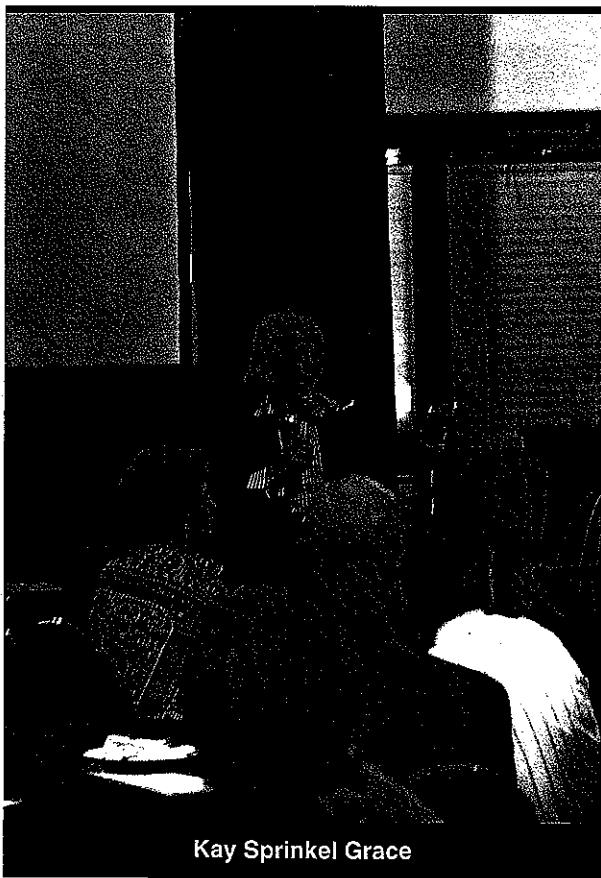
VIRGINIA G. PIPER CHARITABLE TRUST July 2008

TOUCHES
OF
GREATNESS
in Nonprofit Leadership
and Organizational
Sustainability

NONPROFIT FUNDRAISING

Fundraising Expert and ASU Lodestar Center Launch Fund Development Training

Kay Sprinkel Grace, known for consulting with public television stations across the country in their successful annual fundraising efforts, came to Maricopa County in 2007 as the headliner for a Piper Academy. Her message was so stimulating to the assembled grantees that Piper Trust wanted to create a longer-term training that could have a deep impact on a group of highly motivated nonprofit leaders. A program emerged building on both Sprinkel Grace's prior work with National Public Television and the local mentoring and training expertise of Lodestar Center for Philanthropy and Nonprofit Innovation at Arizona State University.



Kay Sprinkel Grace

Webinars and on-call consultants

"Building Capacity for the Future with Kay Sprinkel Grace" will run through January 2009. The program includes a half-day orientation session, six 90-minute web-based curriculum sessions, follow-up conference calls, the services of a local "on-call" consultant and a final presentation session.

"It's amazing," said Regina Nixon, executive director, Phoenix Conservatory of Music, following the first webinar with Sprinkel Grace. "The webinar content was so impressive and the whole professional development process so much easier when it can be done in the office. We got a web link to the recorded session within a half-hour so I could share it with my whole board; plus, we can return to it whenever we want."

Nixon's energetic board chair Nai Wang, who also sat in on the live webinar, added, "It had to be the most jam-packed session I've attended, full of interesting tidbits, like a good movie that doesn't drag." The president of an educational software firm, KP Education Systems, Wang said

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the training program would help him and the other Phoenix Conservatory board members to be better fundraising ambassadors to the community.

Homework after each session

Following each webinar, the participating nonprofits have homework assignments on the session's topic. They work with the consultants in person and by conference call. By the end, the outside work comprises a fund development plan for the organization.

Using Case Expressions to Attract Donor-Investors

We found that donor-investors invest in organizations where they see or find:

- Issues (that reflect their values)
- Involvement (to the degree they want to be involved)
- Impact (the difference it makes - the longer the better)
- Ideas (what are the problem or vision?)
- Investment (high return on their values, great management of their social investment)

Topics for the online sessions include: mission, vision and values; case development; board leadership development; staff leadership development; planning for development, and prospect identification and development.

Nixon's goal is to increase the Phoenix Conservatory's individual donor base and create the marketing materials necessary to accomplish that goal. She wants the board and staff to have the fundraising tools they need to help the organization be successful. "We've worked with marketing and development consultants previously but it has never been as practical and focused on nonprofit realities as this program," she added.

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Participating organizations are all current or previous Piper Trust grantees. Eighteen nonprofits are taking part in the program:

- A New Leaf
- Actors Theater of Phoenix
- American Heart Association
- ANASAZI Foundation
- Arizona Theatre Company
- Big Brothers Big Sisters
- Boys & Girls Clubs of Metropolitan Phoenix
- Catholic Healthcare West Foundation
- Central Arizona Shelter Services
- Children's Action Alliance
- Childsplay
- Friends of the Tempe Public Library
- ICAN
- Interfaith Community Care
- Liberty Wildlife Rehabilitation Foundation
- Neighbors Who Care
- Phoenix Conservatory of Music
- Recording for the Blind & Dyslexic

The ASU Lodestar Center coordinates the team of six consultants that includes Nancy Grace, Tina Jennings, Gayle Pincus, Diane Roberts, Stu Smith and Trisha Stuart. Each consultant works with three participant organizations. *