



## SEPTEMBER LIVE WEBINAR

### "Getting Your Organization Onboard with Fundraising"

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We may be great at cultivating relationships with our donors but are we equally as great at building and nurturing a philanthropic culture top to bottom in our organizations? And if we are not focusing on this then why are we not?

If the unique nature of non-profit organizations is a reliance on philanthropy to fulfill our missions, then why do so many organizations fail to recognize the value of understanding how a 'philanthropic' (not fundraising!) culture is crucial to have woven throughout the organization?

**At the conclusion of this session, participants will:**

- Understand both the differences and the synergies between fundraising and philanthropy.
- Have a new perspective on the relationship between fundraising and philanthropy that will change the way you engage others in your work.
- Be able to assess your own organization's culture and identify areas for improvement and practical tips and techniques to help you change it.

**Target Audience:** All fundraisers who want to get themselves out of the silo, increase revenues and engage their entire organization. Executive Directors and Board Members will also benefit from this session.

### When & Where

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Wednesday, September 24, 2014

When: 10:00am - 11:30am

Where: Southwest Autism Research & Resource Center  
300 N. 18th Street, Phoenix, AZ 85006

### Cost

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### About the Speaker

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Andrea McManus, CFRE is President of The Development Group, a Canadian-based philanthropic consulting firm. She was the first Canadian to serve as Chair of the International Board of the AFP (2011-12) and is a passionate believer, writer and speaker on the role fundraising plays in growing philanthropy worldwide.

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*\*Please note the webinar is not available for remote participation.*

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