



“Blended Gifts”

Andy Ragone

You’ve marketed well, and now you have a number of prospective donors who are freshly educated because of your efforts. Now what? Successful development officers know you need to provide both great presentations and persuasive proposals while using a relational approach. Coming from your donor’s point of view, this session will help you identify the best strategies for motivating your prospective donors to make gifts for both today and tomorrow.