



## Learning The Eight Principles® Way

### *Current Course Listings for Live Workshops and Train-the-Trainer Curricula*

#### **The “Aha” Moment in Fundraising**

Sustained and scaled success in fundraising is dependent upon viewing it through the right lens. The right paradigm. This seminar gives you an understanding of relational philanthropy and its radical departure from transactional fundraising.

Multi-media. Large and small group exercises. Individual thought exercises. Train the trainer. Action plan. Custom personal journal.

Approximately 200 active minutes.  
Fund development professionals, nonprofit executives, governing board members, senior volunteers

#### **The Eight Principles of Sustainable Fundraising®**

Undertaking any fundraising endeavor begins with a thorough understanding of the natural laws of philanthropy. Universal and timeless, The Eight Principles govern all philanthropy and its mirror image, fundraising. This seminar introduces you to The Eight Principles while challenging many conventional assumptions.

Multi-media. Large and small group exercises. Individual thought exercises. Train the trainer. Solicitation practice. Action plan. Custom personal journal.

Approximately 400 active minutes.  
Fund development professionals, nonprofit executives, governing board members, senior volunteers

#### **Creating the Pathway**

The essence of The Eight Principles is “think differently.” Systems such as moves management protocols and conventional CRM’s are internal tracking tools designed to bring accountability to the cultivation and close in fundraising. What’s missing, is the ability to assess, understand and predict donor behavior. Especially, as it relates to the donor’s emotional attachment to your organization or cause. Creating the pathway takes you step by step in creating a visual schematic supported by actual programing which follows and predicts your donors’ behavior.

Multi-media. Large and small group exercises. Individual thought exercises. Train the trainer. Action plan. Custom personal journal.

Approximately 200 active minutes.  
Fund development professionals, nonprofit executives, governing board members, senior volunteers  
Prerequisite: The Eight Principles of Sustainable Fundraising®

#### **Capital Fundraising with The Eight Principles**

The summit of fundraising for decades, the capital campaign is the most employed and yet least understood. Basic campaign structure and philosophy have remained virtually unchanged for a century. It works. The lasting power of the campaign to drive a successful fundraising program is more subtle, complex—and very often overlooked. This seminar reviews the basics of campaigns, local, regional and national. From there, it explores the finer points that distinguish between mere success and lasting success.

Multi-media. Large and small group exercises. Individual thought exercises. Train the trainer. Solicitation practice. Action plan. Custom personal journal.

Approximately 200 active minutes.  
Fund development professionals, nonprofit executives, governing board members, senior volunteers  
Prerequisite: The Eight Principles of Sustainable Fundraising®



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#### **Building the Strategic Board**

A nonprofit board that looks, acts and behaves as a strategic unit rather than a collection of individuals is an unbeatable leadership and fundraising powerhouse.

This session sets the standard for your board. As new board members are introduced, the experience brings them into the culture quickly and easily. Existing board members can hone their skills. During the session, board members self reflect on their board membership and the organization they lead. They learn where they must travel even as they plot their path forward.

Multi-media. Group exercises. Individual thought exercises. Evaluation exercises. Action plan. Personal journal.

Approximately 200 active minutes.

Current board members, prospective board members, nonprofit executives.