

WORKSHOPS & WEBINARS 2021

The Community Foundation of Herkimer & Oneida Counties invites nonprofit organization staff and board members to benefit from workshops and webinar presentations sponsored by Bank of America. Events will be held online and registration is required. Please register at www.foundationhoc.org/events. If you have questions, please call 315.735.8212 or email info@foundationhoc.org.

WORKSHOPS

The workshops listed below will take place via Zoom from Noon-1:00 p.m. Registrants will receive sign-on information the day before the event. All events are FREE.

THURSDAY, AUGUST 19

THE DELICATE DANCE: CULTIVATION, STEWARDSHIP, AND MOVING DONORS TOWARDS GREATER INVOLVEMENT

You'll hear from a panel of experienced fundraisers about what they've learned from the pandemic and how they are moving forward.

THURSDAY, SEPTEMBER 9

YEAR-END STRATEGIES: STAND OUT — AND RAISE MORE

In this session you'll learn from experts how to craft a year-end strategy that sets your group apart and boosts revenue. Hear real-world examples of fundraising techniques and messages that work and how to avoid pitfalls during this year's giving season.

THURSDAY, OCTOBER 7

HOW TO CONVEY IMPACT TO DONORS IN TIMES OF CHANGE

Join this session to learn how to share your organization's results clearly and creatively while demonstrating its untapped potential. You'll get practical advice you can apply right away and examples of donor communications that inspire confidence even in uncertain times.

TUESDAY, NOVEMBER 9

TAXATION BASICS FOR FUNDRAISERS

This session will cover the basics of income and transfer taxes with a focus on how you can explain them to donors. You will also learn about the tax benefits associated with charitable gifts and factors that can affect them.

THURSDAY, NOVEMBER 18

ROME WASN'T BUILT IN A DAY: LAYING A STRONG FOUNDATION FOR YOUR GROWING LEGACY GIVING PROGRAM

This presentation is intended for organizations with at least one dedicated planned giving staff member, some investment in planned giving marketing, and a growth mindset around maximizing the opportunities for significant realized gift revenue in the coming years.

THURSDAY, DECEMBER 9

DONOR RETENTION STRATEGIES THAT WORK: FROM FIRST GIFT TO PLANNED GIFT

In this webinar, we'll share thoughts on donor retention data and discuss donor retention strategies.

BONUS WORKSHOPS

THURSDAY, SEPTEMBER 23

NONPROFIT MARKETING 101 WORKSHOP

Join the Community Foundation and a panel of local nonprofit marketing practitioners as we discuss best practices for marketing your organization in the post-pandemic world. The session will explore creative and successful tactics to get your message out!

THURSDAY, OCTOBER 28

FUNDRAISING 101 WORKSHOP

Join the Community Foundation for an informative workshop to discuss fundraising strategies from local nonprofit partners.

WEBINARS

Webinars are designed and organized through AFP, the Association of Fundraising Professionals. Events will take place via Zoom from Noon – 1 p.m. Registrants will receive sign-on information the day before the event. FREE for AFP members, \$10 for non-members.

THURSDAY, AUGUST 12

DEVELOPMENT + FINANCE = FUNDRAISING SUCCESS

Financial Analyst Amy Karson and Fundraising Consultant Amy Fiore are experienced in improving operational efficiencies and meeting income goals for small to mid-sized nonprofits. Together, they will explain how finance and development officers can and should work together to raise contributed income.

THURSDAY, SEPTEMBER 2

THE ESSENTIAL GUIDED TOUR OF SOCIAL MEDIA

This session will explore the world of social media and the ways it can benefit your organization and improve your fundraising ability.

THURSDAY, OCTOBER 14

HERDING WELL-INTENDED CATS: A SURVIVAL GUIDE TO NAVIGATING SMALL SHOP BOARDS OF DIRECTORS

How to successfully navigate and manage a board of directors, including developing foundational documents and creating systems that set realistic expectations for volunteers and staff alike.

TUESDAY, DECEMBER 14

DIGITAL STORYTELLING THAT ATTRACTS AND RETAINS MORE DONORS

This session will explore modern nonprofit storytelling's importance to donor stewardship and how to use compelling stories that will resonate with supporters in ways that maintain the personal touch.