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

- **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.

WEBINARS

- **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.

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.