



"I learned that everybody faces the same challenges and objections as I do when asking for a donation."

"Now I know how to change some really difficult blocks to my advantage. Thanks!"

**"Professional actors...  
...what a great idea!"**



## Negotiating Planned and Major Gifts

- Selling Planned Giving to your Board and securing their leadership gifts.
- Making the initial approach to a donor.
- How to talk to donors about the technicalities of planned gifts.
- Saying thank you to major donors.
- What to do when a donor puts an awkward condition on his gift.
- The right fit: how to make winning proposals.

## We've Got to Stop Meeting Like This... ...how to run great board and committee meetings

- Orientation that works: what volunteers need to know up front.
- How to run shorter meetings and get more accomplished.
- How executive committees strangle innovation – and how to avoid this problem.
- Using Rules of Order without going crazy.
- Building personal value into board or committee work.
- How to control adversaries and other volatile situations.



## To Goal... And Beyond!

### Running a Truly Successful Capital Campaign

- Securing early gifts from the Campaign team.
- Targeted prospect research.
- How to approach a potential donor by letter...or by phone.
- How to handle a volunteer who arrives unprepared for a critical negotiation.
- Getting down to the business of asking for the gift.
- Closing big gifts...and going back for more.

## Corporate Partners for Life

- How to get that critical first appointment.
- Cultivating corporate partners.
- How to work like a team when negotiating and closing deals.
- Maneuvering through the philanthropy and marketing departments.
- How to turn one-year deals into multi-year partnerships.
- Delivering bad news to a sponsor... without losing them.

## Donor-Centered Fundraising

- How to write great thank you letters.
- Stewarding corporate donors and sponsors.
- Organizing and running great donor recognition events.
- Talking to donors when you're not asking for money.
- Volunteers and donor communication – a new role.
- Investing smarter in donor relations.

## Original Seminars Designed Just for You

Take your training program or conference to a whole new level. Our original scenes written specifically for and about your not for profit will delight delegates and create a training program that is exclusively yours. Your staff and volunteers will still be talking about their Cygnus seminar long after it's over.