

Non-Profit Skills Development Workshop Listing
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NON PROFIT - WORKSHOP DETAILS :

What Are a Company's ROI Goals to Sponsor a Non-Profit Organization?

Audience	Staff interacting with corporate sponsors, donors
Objective	Learn basics of two-way street in asking for funding
Description	Covers background information, research, putting on a 'consultative hat', reaching for what a company wants to accomplish, keeping them involved by giving them what they want

Enhancing Your Organization's Value – Giving Back To the Sponsoring Corporation

Audience	Staff interacting with corporate sponsors, donors
Objective	Learn ways to make a non-profit organization attractive for sponsorship
Description	Creativity in day to day interaction and activity with corporations, and working on a non-profit structure to enhance value to outside donors

Fostering Involvement to Deepen a Sponsor Relationship

Audience	Staff interacting with corporate sponsors, donors
Objective	Learn creative tools for increasing activity with sponsoring organizations
Description	Exploring ways to foster meetings, conference calls, events, education, and entertainment for PR activities

How to Gain Huge Valued Services Beyond Financial Contribution

Audience	Staff interacting with corporate sponsors, donors
Objective	Learn value beyond money from a sponsoring organization
Description	Explore ways to gain items other than money, that have huge value for a non-profit

Presenting With a Heart – Not a Pie Chart (Presentations for Non-Profits)

Audience	Staff interacting with corporate sponsors, donors
Objective	Learn skills at connecting not presenting at the audience
Description	Explore purpose, motivation, human behavior and two-way street involved in presenting as a non-profit; understand the focus and everything else will follow

Relationship Building and Chasing the Fiscal Year

Audience	Staff interacting with corporate sponsors, donors
Objective	Learn how to work around the fiscal year and build a relationship
Description	Creative ways to stay in touch, foster communication and add value consistently