

## Dental Philanthropy Network Session Overview

**Suggested Title:** Engaging Your Members (and raising more money)

### AV Requirements:

- Projector (if this is a challenge I can bring my own)
- Flipchart / markers
- Microphone (if there are over 40 people in the room)

**Fees:** \$500 for the training plus travel expenses (one night hotel plus coach airfare)

### Description:

Online and in-person strategies for growing friendships (and funding) to benefit your organization. Online and social media are increasing our options as we begin to grow our audience. In this program, I'll be sharing traditional ways to engage our constituencies, as well as some newer online strategies (social media, email list-building, etc.) that are working well for organizations. Here are the three aspects of awareness and community building that I'll be covering:

- **Content.** We want to create content that the people we are communicating with will be interested in reading. The content should educate your members so that they can be better advocates for your cause. This content can take different forms – articles, blog posts or webinars – and can be used as source materials for both Ongoing Communications and Growing Your List.
- **Ongoing Communications.** Once we build a system for ongoing communications, it's easy to plug new people in. And - we're building trust with our members when we continue to provide what we have promised. Ongoing communication can take the form of emails, posts through social media platforms and any other avenues of communication you may have open to you.
- **Growing Your Audience.** Everything we've produced up to this point won't do us any good if we don't have people to communicate with, so we'll talk about different ways to build your list. Yes this will include social media as well as ideas for in-person gatherings.

### Select 2012 Speaking Engagements:

- Keeping Your Donors Happy-and Generous! AFP CA Bay Area Chapter
- Creating a Compelling Case, AFP Rhode Island Fundraising Day Conference
- Engaging Your Board in the Raising of Funds, Association Foundation Group National Conference
- Creating a Compelling Case, AFP Planet Philanthropy Conference
- 10 Fundraising Mistakes, Blog Talk Radio Show (Marketing Talk)
- Engaging Your Board in Fundraising, Boys & Girls Clubs 2012 Midwest Region Leadership Conference
- Nonprofit List Building, October 10, Nonprofit Webinars

### Speaker Bio:

Kirsten Bullock, CFRE, MBA is an author, trainer and coach who works with leaders of non-profit organizations to bring professionalism, excellence and effectiveness to their board and fundraising efforts. She earned her designation as a Certified Fund Raising Executive in 2002. Since 1995, Kirsten has worked with health care organizations, social service providers, national and local ministries, and international membership associations. Kirsten is on the board of the Association for Fundraising Professionals Greater Louisville Chapter. She is an AFP Master Trainer and compiles Kirsten's Fundraising Headlines Blog and is the author of [Simple Steps to Fundraising Success](#).