



SPONSORSHIP INVITATION

A Special AFP Wine Country Chapter Workshop
•8 AVAILABLE CFRE CREDITS for FULL DAY ATTENDEES•

DONOR LOYALTY & RETENTION Self-Assessment & Planning Workshop

September 25, 2019

Half Day Sessions 8:30am-Noon & Noon-5pm | All Day for 8 CFRE credits 8:30-5pm
Odd Fellows Hall • Santa Rosa • Boxed Lunch Included

Facilitated by Scott Staub, ACFRE
AFP Faculty and Managing Director, Leadership Search Partners

Connect 2,000+ North Bay Leaders to Your Organization

Sponsorship exposes and aligns your organization to and with more than 2,000 nonprofit leaders and professionals from Sonoma, Mendocino, Napa, Lake and Marin Counties.

Event and sponsorship highlights:

- Sponsorships CREATE GOODWILL with customers by demonstrating your commitment to community
- GAIN NEW BUSINESS
 - ~60 changemakers in one room
 - 2,000+ professionals reached via email, social media, personal outreach
- Attend all or a portion of the workshop
 - Network LIVE
 - Get FRESH PERSPECTIVES on retention
- Help local nonprofits become more efficient in their fundraising and outreach efforts
- Use your tickets to send your favorite charity's staff or board members

AFP Wine Country Chapter and AFP International are dedicated to professional non-profit development and increased philanthropic support at the local and global levels. We help non-profits help their communities! Join with us and a host of North Bay leaders – the opportunities are outlined on the included chart. **Thank you for your consideration!**

Marci Atkison, President
Pat Callahan, President-Elect
Michelle Covington, Treasurer

Anne Branch, Board Member
Linda Civitello, Board Member
Dheepa Johnson, Board Member
Jenny Juhl, Board Member



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SPONSORSHIP OPPORTUNITIES

| SPONSORSHIP BENEFITS | \$1,000 PRESENTING | \$500 CHAMPION | \$250 PARTNER |
|--|------------------------|----------------|------------------|
| Logo on AFPWCC Website | Home page & Event page | Event page | Event page |
| Acknowledgment in all (min. 3) event eblasts (circ. 500+) | Logo | Name Listing | Name Listing |
| Featured acknowledgement with Logo on social media (Facebook & LinkedIn) | 2 | 1 | 1 |
| Premier seats at event (send your favorite non-profit staff!) | 6 | 4 | 2 |
| Signage featured placement: | Front of the room | Check-in | Boxed Lunch area |
| Acknowledgement at workshop verbally and in the visual presentation | Logo & Level | Logo & Level | Logo & Level |
| Opportunity to give 1-2 minute company overview at event | X | | |
| Dedicated event email blast (circ. 500+) | X | | |
| Marketing collateral prominently displayed at event | X | | |

The AFP Donor Retention: A Self-Assessment Workshop

The *AFP Donor Retention: A Self-Assessment Workshop* is based on data collected via the AFP Fundraising Effectiveness Project. Its purpose is to show nonprofits the value of tracking overall gains and losses in gifts and donors – then how to use that information to develop cultivation strategies to improve donor retention. Presented through lecture, a fictional case study based on real data, and participant dialogue this workshop will focus on developing an effective custom Donor Retention Plan for your organization based on what research indicates really works.

8:30am-Noon: Why it's important and how effective is your organization now?

- Why organizations lose donors and money
- How keeping donors increases fundraising success
- Determining the effectiveness of fundraising efforts

Noon-5pm: Putting it into action.

- Developing cultivation strategies and a successful donor retention plan

Each registrant receives a printed manual both for use during the workshop and as a tool for launching their organization's own effective Donor Retention Plan.

COST & REGISTRATION

1 Boxed Lunch and Beverage included with EACH REGISTRATION unless you note otherwise.

Half Day programs

(NOT eligible for CFRE credits)

8:30am-Noon -or- Noon to 5:00pm

\$50 each: AFP Members

\$75 each: Non-Members

Full Day program (Saves \$10!)

(ELIGIBLE for 8 CFRE credits)

8:30am- 5:00pm

\$90 each: AFP Members

\$140 each: Non-Members

JOIN AFP: Save money, expand your network, invest in yourself ... become an AFPWCC member!

www.afpglobal.org/join AFPWCC Chapter ID: CAD

About AFP Faculty Scott Staub, ACFRE

A nonprofit professional for over 30 years, Scott Staub has demonstrated success in building high performing teams, budgeting and financial analysis, problem-solving, and creativity, to achieve measurable results. He has served as both staff and consultant to many nonprofits. He has also served on the boards of Association of Fundraising Professionals, Hawaii Meals on Wheels, Golden Gate University Alumni Association as well as volunteering for other nonprofits.



He was the executive director for the Friends of the San Francisco Public Library and recently Chief Advancement Officer for the Parkinson's Institute and Clinical Center. He is an Advanced Certified Fundraising Executive (ACFRE), one of 110 in North America.