



Donor Communications **CERTIFICATE SERIES**

Instructor:

Michael J. Beall

[ABOUT MIKE](#)

May 25, 26 + 27, 2021

11:00 a.m. – 1:00 p.m. ET

Cost: \$900/person



CEUs: 6 CFRE
education points

A basic understanding of any service or product is critical to one's ability to market and promote it effectively. This series will walk you through the beautiful opportunities, nuances and uniqueness of philanthropy, how to develop right-sized communication strategies and provide tips for isolating target audiences and creating effective messaging. Attendees will also learn philanthropic storytelling skills and processes, strategies and essential communication execution specific to philanthropy organizations. Series topic area highlights include:

Strategy

It is estimated only 15 percent of foundations have what they consider to be a communication strategy. For an industry often strapped with heavy workloads, less-than-ideal budgeting power, a lack of communication-specific talent and the need for nearly constant engagement, strategy can hold the key to effectiveness. This hands-on workshop will help attendees build out the framework for their communication strategy through a target-driven model. Attendees will walk away with real strategies for major gift donors, prospects, community and physicians/nurses.

Storytelling

Most health care organizations have great stories. These stories tend to be driven by marketing departments with the primary objective (rightfully so) to promote trust in the product of their health services. Mission storytelling or philanthropy storytelling must follow a different—yet aligned—path. This session will help philanthropy communications leaders create amazing mission stories using traditional storytelling arcs, oral storytelling, gratitude video-making and the power of suspense.

Case

Creating a breakthrough case for support is the aspiration of every foundation on the planet. A case that is so thoroughly compelling and easy to understand it rallies advocates and allies on an elevated level while creating an automated pipeline for new donors. Sadly, there just aren't that many breakthrough cases for support. Foundations are often tasked with less-than-ideal projects and perpetual fund development initiatives. This session will teach you how to rethink your case for support and construct a new or improved version.

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