

Kay Sprinkel Grace

Transforming Philanthropy (US)



CEE FUNDRAISING
CONFERENCE

WHEN THE CRISIS IS OVER, WILL YOUR DONORS MOVE ON?

Masterclass

Speaker: **Kay Sprinkel Grace** Transforming Philanthropy (US)
Date: **Wednesday 12 October 2022** – 14:30-18:00
Venue: AC Hotel by Marriott, Vysoká 2A, Bratislava, Slovakia

14:00-14:30 >> **Delegate Registration for the Masterclass Program**
14:30-16:00 >> **Part 1**
16:00-16:30 >> **Coffee Break**
16:30-18:00 >> **Part 2**

In this masterclass, Kay will explore a global phenomenon in fundraising that has affected all kinds of organisations: donors who respond generously to a crisis and yet stop supporting our work when they feel the crisis is over. It happens all the time with natural disasters like earthquakes, and tsunamis – support rushes in for immediate relief but is greatly reduced when the crisis is over. Most of these donors do not become long-time investors continuing their support for strategies that will mitigate future disasters or provide long-term care, housing or medical assistance for those left in the wake of these disasters. War may be the worst disaster of all: death, destruction, rapid emigration to safer places, children abandoned, families separated. Funding for relocation, immediate help, food insecurity, housing needs: donors and communities rally to help. And, sadly, they tire of the war, and its impact, and it is challenging to keep these donors supporting us. The good news is that there are ways to keep them engaged as donors even after a crisis, natural disaster or the devastation of a war like what has happened in Ukraine.



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Class structure will be interactive, with small groups and individual work. Participants are requested to bring their fundraising messages and materials for acquiring new donors and retaining existing donors. They are also asked to bring an actual story of someone who was helped by their initial fundraising for a cause or program.

Learning outcomes:

Participants will

- Learn how to shift their message platform from crisis response to long-term investment;
- Understand that while a crisis will engage donors with an impulsive gift, for long-term donor retention the gift must become habitual, then thoughtful;
- Leave the masterclass knowing how to engage a donor from the first gift, no matter how small, and retain the donor even as the crisis is resolved.

Who should attend:

- Fundraising professionals involved in donor development strategy,
- Those responsible for fundraising “marketing” messages for direct marketing and stewardship of donors.

Kay understands the challenges of 21st-century philanthropy as well as its opportunities and brings her experience from working with countless non-profit organizations to bear on the current issues affecting philanthropy, donor development, fundraising, outreach, message strategy and volunteerism. As principal of her own organization since 1989, her clients include public media, hospitals, universities, arts and cultural organizations, environment and social justice organizations, churches and education, as well as community-based services. A goal of her consulting is to mentor and strengthen leaders within organizations to grow their success while achieving their immediate goals.

Kay has spoken at numerous conferences across the United States and worldwide. Her BA and MA are from Stanford University, where she is a recipient of their highest award for volunteer service, The Gold Spike. Professionally, she is a recipient of the Henry A. Rosso Medal for Lifetime Achievement in Ethical Fundraising (2013) from the Lilly Family School of Philanthropy at Indiana University, the AFP Golden Gate Chapter Lifetime Achievement Award (2020), and the AFP Global Fundraising Professional of the Year Award (2020).

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She is the author of seven books related to philanthropic practices and board engagement: *Beyond Fundraising* (1997 and 2005, Wiley); *High Impact Philanthropy* (2001, co-author Alan Wendroff, Wiley); *Over Goal!* (2005, Emerson & Church); *The Ultimate Board Member's Book*, (Third Edition, Revised 2013, Emerson & Church); *The Busy Volunteer's Guide to Fundraising* (Revised 2009, Emerson & Church); *The AAA Way to Fundraising Success: Maximizing Involvement, Maximizing Results*, (2009, Whit Press of Seattle and Jackson Hole); *Transform Your Board Into a Fundraising Force* (2019, Emerson & Church).

She serves on the Advisory Board of the Czech Fundraising Center, Prague, Czech Republic, and the governing boards of Grace Cathedral and Philharmonia Baroque Orchestra & Chorale, San Francisco. She lives in San Francisco.

**Please evaluate
this masterclass at**

bit.ly/2022kay

Thank you!



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