



WORKSHOP REVIEWS

So What? Who Cares? Identifying Your Target Audience & Prospective Supporters

Kathy's workshop, "Identifying Your Target Audience & Prospective Supporters" should be a requirement for all fundraising professionals as well as board members. The workshop was not only informative but interactive. Participants practiced techniques to strengthen their ability to identify, analyze and develop strategies that address supporters' needs that are in alignment with organizational needs. Additionally, we reviewed how organizations present themselves to potential contributors and how to hone presentations/introductions so that they arouse curiosity in these supporters. We explored strategies to move these individuals from the curiosity stage to the committed stage.

The exercises and discussions were designed to allow us, regardless of our level of experience in the field of fundraising to learn something new, or re-examine previous development premises, from each other's unique observations and different perspectives.

~ Bryan Chase, MA, HSM, Director of Development & Marketing,
Ecumenical Center for Religion & Health