



CATAPULT FUNDRAISING WEBINAR TOPICS

COVID-19 WEBINAR SERIES

How to Keep Fundraising Through a Long-term Crisis!

Presented by Diane M. Carlson, Chairman

Join Diane M. Carlson, Chairman of Catapult Fundraising, for her webinar, How to Keep Fundraising Through a Long-term Crisis! Diane will discuss how the current crisis is affecting organizations and their fundraising efforts. Diane will provide attendees with ideas for fundraising during these challenging times and advice on solicitations, messaging, and ask strategies.

Don't miss this webinar to help you navigate these uncharted territories in fundraising today.

Your Annual Fund During a Worldwide Crisis – How Do We Get Back to Fundraising?

Presented by Anthony R. Alonso, President

Join Anthony Alonso, president of Catapult Fundraising, for a free, 45-minute webinar. This presentation will discuss the tools and techniques you should be using to communicate effectively with your donors and how the fundraising landscape has changed since the coronavirus pandemic.

Anthony will discuss how cultivation has become one of the most valuable tools in your arsenal for the long-term sustainability of your annual fund.

Other topics discussed will be the use of telephone outreach during this time of crisis and how to create a multi-channel strategy to incorporate email solicitations, direct mail, text to give, and social media.

Tips and Tricks to Increase Your Organization's Capacity During a National Crisis

Presented by Paul A. Dunne, CFRE, Senior Vice President

Join Paul A. Dunne, CFRE, Senior Vice President of Catapult Fundraising for a FREE webinar jam packed with tips and tricks for increasing your organization's capacity during a time of crisis.

Paul's expertise in capacity building, database segmentation, digital & direct mail appeals, and solicitation strategy will leave you with new ideas for stewarding donors, acquiring new donors, and bringing lapsed donors back into the fold.

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Is Planned Giving the Silver Lining During Times of Crisis?

Presented by Anthony R. Alonso, President & Jeff Grandy, M.Ed, Associate Vice President

Organizations all over the country are facing their own crises during COVID-19. The people social service agencies serve are in greater need than ever, educational institutions are having to pivot and invest great resources into on-line learning, and healthcare organizations are in dire need of critical resources to serve their communities.

How will organizations be able to continue their missions during COVID-19 and after it passes? The answer is comprehensive planned giving programs to ensure long-term sustainability. Now is the time for organizations to invest more time and resources into planned giving programs than ever before.

Anthony Alonso, President, and Jeff Grandy, Associate Vice President of Catapult Fundraising will be hosting a FREE, 45-minute webinar that will discuss the vital role planned giving will play in your organization's future success.

OTHER WEBINAR TOPICS

So You're Thinking of Planning a Capital Campaign? An Introduction to the First Steps.

Presented by Diane M. Carlson, Chairman or Paul A. Dunne, CFRE, Senior Vice President

Many organizations consider a Capital Campaign, but don't know where to begin. This free, 45-minute webinar hosted by Diane M. Carlson, Chairman of Catapult Fundraising, will discuss what to do and where to begin when planning for your Capital Campaign.

This webinar will discuss the importance of a feasibility study, setting an appropriate Campaign dollar goal, building a gift chart, and determining a Campaign timeline that will work best for your institution.

Managing the Ask...Essential Steps When Soliciting Major Donors

Presented by Diane M. Carlson, Chairman

For more than 30 years, Diane M. Carlson has been helping her clients ask for and receive millions of dollars in support for their organizations. In this free, 45-minute webinar, Diane walks her audience through the process of managing the "ask", starting with prospect identification and ending with how to handle saying "thank you".



How a Feasibility Study Works and its Importance!

Presented by Diane M. Carlson, Chairman

Join Diane M. Carlson, Chairman of Catapult Fundraising, for a FREE 30-minute webinar on the KEY planning tool for a capital campaign; the Feasibility Study.

The feasibility study is the informational & educational start to a campaign and will help you determine the right campaign goal, menu, and timeline that will help you lead a successful campaign! Conducting a feasibility study will fast track your campaign, help you identify potential steering committee members, major donors, and get a sense as to how people view your organization and mission. Don't miss this session, which will provide you with important insight on how to conduct a successful study.

Debunking Telefundraising Myths & How to Effectively Use Phoning Today

Presented by Anthony R. Alonso, President

Join Anthony R. Alonso, President of Catapult Fundraising, for a FREE, 45-minute webinar that will debunk today's telefundraising myths and discuss how telephone outreach is still the most effective form of fundraising, after face-to-face visits. Combination mail/phone programs, if done correctly, will upgrade donors, bring lapsed donors back on board, and acquire non-donors at a low cost per dollar.

This session will look at current statistics and trends in fundraising and how telefundraising can be incorporated to enhance your organization's current efforts.

Growing Your Legacy Society - Why Aren't We Asking?

Presented by Anthony R. Alonso, President

Join Anthony R. Alonso, President of Catapult Fundraising, for this free, 45-minute webinar on soliciting planned gifts. Learn how to identify your best planned giving prospects, solicit potential donors, and close the gift over the phone. Explore methods for how to make the ask using the mass communication instruments of mail, e-mail and telephone solicitation. This webinar will also provide strategy on the selection of donors for a planned giving direct marketing campaign.



Pop Goes Development

Presented by Paul A. Dunne, CFRE, Senior Vice President

As development professionals, we are charged with the huge task of juggling many different segments of donor activities: major donors, direct mail, marketing, events, board relationships, and even planned giving. This presentation will help prioritize and give clarity to those individuals who always feel they are reacting rather than being proactive in their work to ensure the greatest return. This presentation is especially informative for smaller organizations where the development director is in charge of many different areas.

QuickStart: Making the Most of Your Board of Directors

Presented by Paul A. Dunne, CFRE, Senior Vice President

This FREE, 30-minute webinar will be jam packed with information you'll NEED to revitalize your board!

You'll learn five key tips to implement for immediate results!

Topics discussed will include:

- Evaluating Your Board
- Getting the Board Chair to Take Control
- Just How Much Should You Tell Your Board?
- Recruiting the Right People for Your Board

Walk away with a Board Metrics Score Card & Clearly Defined Board Roles and Responsibilities.

With extensive experience partnering with organizations on board development across the country, Paul will walk you through making the most of your Board of Directors!

QuickStart: Once Upon a Time

Presented by Paul A. Dunne, CFRE, Senior Vice President

Once upon a time, there was an outstanding nonprofit with an amazing mission, but unfortunately, no one knew who they were. As much as they boasted their outcomes, nobody in the community was listening.

Don't let this happen to you! Join Paul Dunne, CFRE, Senior Vice President of Catapult Fundraising for this quick, 30-minute webinar filled with important information to help you tell your organization's story, and most importantly, tips to get your voice heard!



QuickStart: Building Trust & Confidence Within your Organization

Presented by Paul A. Dunne, CFRE, Senior Vice President

You cannot have external success without internal success! This FREE, 30 minute webinar, hosted by Paul A. Dunne, CFRE, Senior Vice President of Catapult Fundraising, will be jam packed with information to help you build trust and confidence with your CEO, board, staff, donors, and most importantly, yourself. This webinar will explore the behaviors and attitudes that can transform your working relationships from confrontational to collaborative and make you the trusted “go to” professional in any office.

With over 40 years of experience in the professional world, let Paul be your guide in how to build lasting trust, establish yourself as “the expert”, and how to define real success!

Establish, Grow or Reignite Gift Planning in Your Organization

Presented by Jeff Grandy, M.Ed, Associate Vice President

Return to your organization equipped with the information needed to integrate gift planning strategies within the overall development structure. Explore how to create a pipeline of donor prospects, identify the stages of planned gift cultivation, and talk about typical timelines for securing after-life gifts. Time will be dedicated to marketing and communications for gift planning. A gift planning timeline will be established, allowing course enrollees to return to their organizations with the necessary tools to set up an internal infrastructure to establish their gift planning program.

SPEAKER BIOS

Diane M. Carlson, Chairman

Diane is natural born leader and entrepreneur with over several decades of fundraising and nonprofit consulting experience. Diane's leadership has resulted in partnering with clients to raise several billion dollars. Diane is sought after for her creative solutions to fundraising challenges, nonprofit strategic direction, ethical fundraising practices, and ability to lead our clients to success.

Prior to co-founding Catapult Fundraising, Diane served as the Chairman of IDC and Founder of 1-2-1 Philanthropic Solutions. She is one of a few people who have received awards from two AFP chapters, AFP New Jersey and AFP Las Vegas, for her fundraising achievement. Diane is past president of the AFP New Jersey Chapter, past board member of the AFP Global Board and Foundation Board, and the first female Chair of the American Association of Fundraising Counsel (now known at The Giving Institute).



Anthony R. Alonso, President

Anthony is one of the nation's leading fundraising consultants with over three decades of expertise in direct marketing and telefundraising. Anthony's out-of-the-box thinking, visionary style, and passion for success has led him to raise close to a billion dollars for his clients over the last ten years. Prior to co-founding Catapult Fundraising, Anthony served as the Founder and President of Advantage Plus Consulting for over 20 years. Anthony has served on the boards of AFP New Jersey, The Giving Institute, Giving USA, the AFP Foundation for Philanthropy, and was a founding member of the AFP Industry Partners Council. He currently serves as president-elect of the AFP Las Vegas Chapter.



Paul A. Dunne, CFRE, Senior Vice President

Paul is a well-known and respected thought leader in our industry. His passion, drive, and expert knowledge allow him to provide counsel to organizations across a variety of non-profit sectors. His expertise in the areas of capacity building with a focus on expanding revenue, strengthening fundraising infrastructure, increasing staff capacities, and board development have been invaluable to his client partners. Prior to joining the Catapult team, Paul was the founder of thinkpadsolutions and held executive leadership roles for Howard Payne University, the Denver Rescue Mission, and North Hawaii Community Hospital. Paul currently serves on the AFP International Foundation Board and spent 7 years serving on the AFP Board. Paul was the proud recipient of the AFP Colorado Chapter Outstanding Fundraiser award.



Jeff G. Grandy, M.Ed, Associate Vice President

Jeff Grandy, Associate Vice President of Catapult Fundraising, Inc., has over 10 years of non-profit leadership experience. Jeff has hands on experience in major gifts, planned giving, sponsorship, annual fund development, board governance, and donor stewardship cycle. Jeff has held development positions at a number of organizations including Vegas PBS, the University of Nevada, Las Vegas, and St. Jude's Ranch for Children. Jeff is currently adjunct faculty at Sierra Nevada College and an Instructor with the University of Nevada, Las Vegas Non-Profit Management and Fundraising Certificate programs.



Jeff holds a Bachelor of Philosophy in Interdisciplinary Leadership from the University of New Brunswick, Post-Graduate Certificate in Event Market Management from George Brown College, and a Master's Degree in Higher Education Administration from the University of Nevada, Las Vegas.