



Achieve Webinars Spring 2009



Friday, 16 January, 2009, 12 PM-1PM EST.

Title: **Board Members...Tired of Talking About Management In Meetings?**

Presented by Dave Sternberg, Achieve Vice President

Summary : In this webinar session learn the value of running an effective and efficient meeting to make the most of the board's time. Participants will compare a traditional meeting format to that of a Consent Agenda. Having a clear understanding of how to use a Consent Agenda will produce initiatives the board will own resulting in better attendance.

Tuesday, 27 January, 2009 12 PM-1PM EST.

Title: **Communicate Because You Are the Expert**

Presented by Derrick Feldmann, Achieve CEO

Summary: In this webinar session, learn how to effectively communicate with stakeholders, donors, and the public. Participants will understand how to effectively communicate their value to the community and how that communication can influence the public and donors to view the organization as a leader.

Tuesday, 10 February, 2009, 12 PM-1PM EST.

Title: **Support the Board with Fundraising-You Will Be Glad You Did**

Presented By Ted Grossnickle, Achieve Chairman

Summary: If we want our volunteers, especially board members, to be full partners in fundraising, what should we do to support them? What makes them most effective? How can you help them focus on the important stuff? Find out the ways to optimize your board for maximum results.



Tuesday, 24 February, 2009, 12 PM-1PM EST.

Special Achieve Webinar: **Development Director or Not?**
Presented by Derrick Feldmann, Achieve CEO and Dave Sternberg, Achieve Vice President

Summary: Is your organization facing this critical question: Should we hire a development director or not? In this special webinar session, Achieve will debut a series of resources directed at this critical question in an organization's growth. Learn the pros and cons of having someone in this position, their role and responsibilities and if a development director-or not-is right for your organization.

Tuesday, 10 March, 2009, 12 PM-1PM EST.

Title: **Is Your Fundraising Glass Half Full or Half Empty?**
Presented by Janice Gow Pettey

Summary: Most nonprofits are feeling the pull of the tough economy-but is your glass half full or half empty? Learn what others don't know-how to plan your way through it! Everyone is tightening their belts but this webinar will help your organization find the silver lining in the clouded sky. Janice Gow Pettey will focus on organizational skills and leadership that will make a difference between 'half full' and 'half empty.' Make the difficult times work for your nonprofit.

Tuesday, 24 March, 2009, 12 PM-1PM EST.

Title: **Understanding the New 990**
Presented by Karen Kennelly, Katz Sapper Miller and Dave Sternberg, Achieve Vice President

Summary: The changes in the 990 have many nonprofit scratching their heads. Learn about what has changed with the newest version of the IRS 990 Form. Participants will understand why the IRS has made changes, get a better understanding of how to complete the new form and what to expect from those who are assisting your organization is completing the form in 2009.



Tuesday, 14 April, 2009, 12 PM-1PM EST.

Title: **Create Online Experiences**

Presented By Bryan Gray, MediaSauce CEO and Derrick Feldmann, Achieve CEO

Summary: Do you consider your online presence an experience or simply a brochure? Are you engaging your audience or just expecting that they want to help you? Transformation of business is well underway and this environment is presenting unique opportunities to leverage social and digital media to advance your mission. Learn the basics of why you need to understand this new, experience economy and how to better tell your story online for your donors and the public.

Tuesday, 28 April, 2009, 12 PM-1PM EST.

Title: **The Crucial Seconds Before Your Direct Mail Appeal Hits the Trash!**

Presented by Dave Sternberg, Achieve Vice President

Summary: Learn the techniques used by savvy direct mail fundraisers to avoid having their direct mail thrown away without it being read. Participants will learn the four key elements of a direct mail piece, why they matter and the order in which they need to be considered.

Tuesday May 12, 2009, 12PM-1PM EST.

Title: **Measuring Your Impact..It Can Be Done**

Presented By: Claudia Horn

Summary: Without data you are just another person with an opinion. Help your organization measure, manage and communicate RESULTS. Claudia Horn will focus on the fundamentals of creating and applying an outcomes-focused, case management information system. The goal of this webinar is to strengthen organizations' information management capabilities, to spur strategic thinking among leadership and to equip organizations to communicate more effectively what their donors care most about-the impact they are making.



Thursday, May 28, 2009, 12PM-1PM EST

Title: **Approaching Corporations-What Works?**

Presented by Derrick Feldmann, Achieve CEO

Summary: Is it better to go for a corporate foundation grant, cause marketing, or corporate sponsorship? This session will define the elements of each and provide the background needed before approaching corporations for support.

Tuesday June 9, 2009

Title: **The Best Volunteers: How to Recruit Your Leadership Team**

Presented by Ted Grossnickle, Achieve Chairman

Summary: Volunteers are essential for fulfilling your mission, for fundraising and so many other things; what should you look for and how can you engage them in your work? Focus will be placed on securing volunteers for leadership positions and fundraising. This session helps you grow your team!

Full participation in each session title listed above is applicable for the point (s) indicated above in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.

Past webinars are available for download on an 'in-demand' format for Achieve clients.