



Achieve Webinars

Don't Get Lost in the Shuffle: Thriving as Part of an Association – July 9

Feel like your not getting the attention you deserve or the resources you need from your association to ensure your success? Find out how to utilize the resources of the national organization, open conversations with your affiliate peers to convey your thoughts to the national office and what it takes to break away from the pack of your peer affiliates to become the shining star of the organization.

Presented by Dave Sternberg

Engaging the CEO in Fundraising (FREE) - July 30

Feel like your fundraising ship is sinking? Make sure you're not the only one onboard, but that your CEO and board are right there with you! Conversely, if you're just experiencing some rough waters, then learn how to develop a sound strategy for getting the CEO and board to make fundraising a priority.

Presented by Ted Grossnickle and Dave Sternberg

Strategy: Defining the Vision - August 11

So you've got a mission statement and strategic plan, but what's an organizational vision? Develop a meaningful vision that complements your strategic plan and mission statement to convey where you're headed and attract philanthropic support.

Presented by Derrick Feldmann

Moving Beyond Special Events (FREE) - August 25

Tired of chicken dinners yet? Develop a strategy for a new breed of events, such as virtual events and force yourself to document why you should have even one more event.

Presented by Derrick Feldmann



Who Does What? Defining the Roles of Staff and Board in Fundraising -
September 2

Feel like you're talking in circles with your board? Break the cycle and learn how to get the most out of the human capital you have in your board and staff.

Presented by Dave Sternberg

Cyberspace Solicitations - September 8

Has the direct mail letter been replaced by electronic appeals? E-solicitations are much more than just emails today! Develop a strategy for connecting with your high-tech donors and stewarding their support to ensure that they're not a one-time donor.

Presented by Derrick Feldmann and Dave Sternberg

Opening the Discussion on Planned Giving (FREE) - October 6

Presented in conjunction with the planned giving experts from Renaissance, you'll learn how to identify a planned giving opportunity, how to use some of the basic tools of planned giving and how to open the discussion of planned giving with your staff, board, donors and volunteers.

Presented by Derrick Feldmann and Kevin McGrath from Renaissance

Year-End Giving - October 20

The holiday season is near, your donors are in philanthropic spirits, so you should ask them, right? Learn what works and what doesn't as well as what donors want and need as the year draws to an end.

Presented by Dave Sternberg

Engaging Young Donors - November 10

How many donors—under 40—does your organization have? Learn why it's important to spend time with young donors. After all, they won't be young forever!

Presented by Derrick Feldmann

Growing to Meet the Needs of Your Mission (FREE) - December 8

Is your organization being pulled in the direction of growth? When have you stretched too far and placed the organization at risk in the name of growth? The focus of this session is to help you determine where the line sits between growing to meet the needs of your mission and mission creep.

Presented by Dave Sternberg