

“It’s Showtime – How to Create and Deliver Presentations that Generate Leads and Inspire Gifts”

When presentations are done effectively, there is no faster or more powerful marketing tool to discover new prospects/clients or to close new major/planned gifts. Presentations have the amazing ability to accelerate time and the normal process of relationship-building, which gives it a unique advantage over print and electronic marketing, special events, networking, volunteering, and even donor visits. In this energetic session, you will learn why presentations are magical, how to create a presentation, what elements it should have, how to develop presentation events that attendees want to come to, and how to deliver a stellar performance.

Learning objectives:

1. Learn the key elements that a great presentation must have
2. Learn how to design an event and invitation that gets the maximum RSVPs
3. Learn what is the most important goal of donor presentations