

When the economy turns around, will your staff be prepared?

# Development and Constituent Training

*Develop new skills, learn new techniques, examine the best practices, and discover new ways to measure and focus your advancement efforts.*

The most serious economic recession in 70 years is forcing nearly all non-profits—colleges, universities, children's hospitals, cultural organizations, and social service agencies—to slash budgets and refocus priorities.

One of the first casualties is funding for professional development and training. And this means serious problems for staff retention and program quality are just around the corner. When the economy starts to recover, you may not be ready to catch the wave.

Traditionally, most institutions have relied on conferences which deliver a smorgasbord of just-in-case training options. In times of scarcity, the expenses of such conferences call into question the value of training that doesn't address urgent issues or quickly improve the effectiveness of your programs.

Bentz Whaley Flessner has a solution. We've been in the business of meeting the just-in-time development and constituent relations training needs for our clients for over 25 years.

Our curriculum is both rich in content and completely customizable. Whether you're interested in training staff members, volunteers, or academic leaders such as deans, we have a track record of coming on-site to provide education and training designed around the problems you want to solve. We provide follow up and ongoing coaching to ensure the desired changes in behavior and improvements in practice.

Our counsel is grounded on best practices informed by research and practice on a national scale. Delivery is handled by consultants whose expertise is based on extensive field experience. We teach both the science and the arts of the fundraising business.

We offer counsel and timely, cost-effective solutions in these areas:

## ANNUAL GIVING

- Leadership Annual Giving
- Strategies for a Tough Economy
- Social Media and e-Engagement

## CAMPAIGNS FROM A TO Z

- Planning
- Stating the Case
- Management

## DONOR RELATIONS/ STEWARDSHIP

## MAJOR GIFTS

- Managing Your Portfolio
- Effective Cultivation
- Asking and Closing

## PLANNED GIVING

- Cross-Training for MGOs

## PERFORMANCE PLANNING/ MANAGEMENT

## PROSPECT MANAGEMENT

- Analytics and Data Mining
- Identification and Qualification
- Moving from Cultivation to Solicitation

## LEADERSHIP MANAGEMENT

- Advisory Councils
- Trustees
- Campaign Volunteers
- Presidents and Deans

MOTIVATION  
KNOWLEDGE  
TRAINING  
STIKS  
GROWTH  
EXPECTATIONS

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