



Rochester  
Area Foundation

# MAJOR GIFT COACHING CIRCLES

Many nonprofits have, at most, one paid staff member assigned to manage and implement their fundraising programs. When a major gifts program is added to the list of responsibilities for this individual, many find themselves overwhelmed and lacking the expertise and confidence to succeed in this new assignment.

Rochester Area Foundation is sponsoring two Coaching Circles to provide low-cost consulting expertise and coaching services to appropriate development professionals seeking to become effective major gifts fundraisers.

Each Coaching Circle will include:

- Six monthly group meetings
- Private intake meeting with each participant
- Individual exit meetings with each participant and their direct supervisor
- Up to three hours of individual coaching per participant

Intended benefits to participation include guidance and support in:

- Developing an effective case for philanthropic support
- Clarifying fundraising priorities and attainable goals
- Assessing return on investment for primary fundraising strategies
- Developing major gift portfolios and appropriate program parameters
- Advancing key philanthropic relationships and making successful major gift solicitations

**When:** July 2010 - December 2010    **To Register:** [rsvp@rochesterarea.org](mailto:rsvp@rochesterarea.org)  
507.282.0203

**Cost:** \$1,000 per participant

*Scholarships Available:* Visit [www.rochesterarea.org/events/index.html](http://www.rochesterarea.org/events/index.html) to learn more about qualifying for a \$500 scholarship for this program.

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**Coach Bio:** Kim Snyder, founder of the Excelsior Bay Group, has 15 years of fundraising experience within the Twin Cities and greater Minnesota philanthropic communities. Over her career, Kim has worked in development operations of all sizes and at various stages of maturity. Most recently, Kim was Vice President of Children's Foundation, the fundraising arm of Children's Hospitals and Clinics of Minnesota, where she served as chief fundraising strategist and operations officer, and was responsible for leading the Foundation to its most successful year of fundraising on record.