



Rochester
Area Foundation

CREATING AN ENVIRONMENT FOR YOUR DEVELOPMENT STAFF TO SUCCEED

Many nonprofits make the decision to invest critical – and scarce – resources in development staff with the intention of quickly and exponentially improving the organization's fundraising success. All too frequently, however, these expectations are not met and the organization is only able to make incremental progress in raising much needed private support.

This workshop is designed to help organizational leaders maximize the performance of their fundraising staff by identifying the common factors that contribute to unmet expectations and proposing alternative approaches to managing and supporting this important team member.

It is recommended that development staff and their direct supervisors attend this session together.

When: July 7, 2010
1:00 pm—4:00 pm

Where: Ramada Hotel &
Conference Center
1517 16th Street SW
Rochester, MN 55902

Cost: \$35 per person
OR \$90 per person
for four-part series

RSVP by July 2, 2010:
rsvp@rochesterarea.org
507.282.0203

Presenter 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.