



SHARPENING YOUR PROPOSAL

HOW TO DEVELOP YOUR PURPOSE STATEMENT IN THE FRAMEWORK OF DONOR MOTIVATION

Participants in this webinar will:

1. Understand the five Donor Motivation models.
2. Understand the three critical questions to formulating an effective purpose statement.
3. Write an effective purpose statement in the framework of donor motivation.

PURPOSE

To enable our various members to write effective proposals by developing a clear purpose statement in the framework of donor motivation.

DESCRIPTION

A presentation of Donor Motivation model and the three important questions you need to answer to shape your purpose statement. Following the presentation participants will be encouraged to engage the presenter with questions.

Scroll to next page for more information!



Rob Martin

Since before 1990 ROB MARTIN has provided leadership with charitable foundations. In 1990 he began an assignment as Partner with the First Fruit Institute serving ministries and colleague foundations as a coach on varied fund raising, grant making and organizational issues. Rob brings to the WEA Leadership Institute outstanding abilities to help leaders develop more effective fund raising by understanding the framework of donor motivation.

What is the WEBINAR format?	Presentation lasting 45 minutes and 20 to 30 minutes of interaction and Q & A
When is the WEBINAR?	Tuesday, June 26, 2012 at 2:00 PM (UTC), or 10:00 AM New York time (EST).
What is the WEBINAR rate?	<p>This webinar is being offered as a member renewal incentive and 2 guest invitations (free registrations) will be sent upon annual membership renewal in the WEA. Qualified members may use these guest invitations or receive the member discount price for additional registrations if needed.</p> <ul style="list-style-type: none"> - Rate for additional participants of qualified member organizations: \$9.95 - Non-member rate: \$24.95
How to register?	Registration is easy and quick. REGISTER HERE
What are the technical requirements?	<p>We will be using Adobe Connect for this webinar.</p> <p>Test here your system's connectivity. Learn here about Adobe Connect features.</p>

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