



## SHARPENING YOUR PROPOSAL

### PROPOSAL WRITING FROM THE PERSPECTIVE OF DONOR MOTIVATION

May 13 (Mon) – UTC 18:00 / EST 14:00 / PST 11:00

#### 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 Evangelical Alliance 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.*

<p><b>What is the WEBINAR format?</b></p>	<p>Presentation lasting 45 minutes and 20 to 30 minutes of interaction and Q &amp; A. Total time involvement should not exceed 1hr 15 min.</p>
<p><b>When is the WEBINAR?</b></p>	<p>May 13 (Mon) – UTC 18:00 / EST 14:00 / PST 11:00</p>
<p><b>What is the WEBINAR rate?</b></p>	<p>1 guest invitation (free registration) will be sent upon annual membership renewal in the WEA.  <b>Rate for additional participants of qualified member organizations: \$9.95</b>  <b>Non-member rate: \$24.95</b>                  Contact the WEA-LI for information about work-scholarship programs to cover cost of fees.</p>
<p><b>How to register?</b></p>	<p>Registration is easy and quick. <a href="#">REGISTER HERE</a></p>
<p><b>What are the technical requirements?</b></p>	<p>We will be using Adobe Connect for this webinar. Test <a href="#">here</a> your system's connectivity. Learn <a href="#">here</a> about Adobe Connect features.</p>

### Contact WEA Leadership Institute

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