

November 12 - December 10, 2020

## Online Course: Learn How to Engage Your Stakeholders and Achieve Long Term Sustainability

Company: New York Foundation for the Arts  
Venue: Online: Zoom  
Location: Brooklyn, NY

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Etienne Frossard

Join [New York Foundation for the Arts](#) (NYFA) for its next online course "[Learn How to Engage Your Stakeholders and Achieve Long Term Sustainability](#)." Designed for arts professionals and small nonprofit leaders and fundraisers, it will delve deep into the importance of building and leveraging the board of directors in challenging times and help participants develop their fundraising skills. It will be accessible anywhere with internet access through Zoom, and will be taught by Katherine Delaney, NYFA's Director of Development.

The November and December course will focus on two topics: "Basic Fundraising Techniques: How to Increase Donations" and "The Role of the Board of Directors in Fundraising." Each topic is comprised of a webinar and an interactive workshop, and arts professionals can register for one or both depending on their individual/organizational needs. In order to provide personalized feedback, interactive workshops will be capped at 25 participants; those registering for an interactive workshop must first take the webinar on that topic.

Cost:

\$25 for one webinar

\$75 for one webinar and the corresponding interactive workshop

\$125 for the full course of two webinars and two interactive workshops

Read on for more details on each and how to register.

Basic Fundraising Techniques: How to Increase Donations

Webinar: Thursday, November 12, 2020, 1:00 PM – 2:30 PM EST

Interactive Workshop: Thursday, November 19, 2020, 1:00 PM – 2:30 PM EST

We all understand the importance of raising money for our cause. This topic is geared towards small organizations that want to improve their fundraising strategies.

The webinar will delve into how data and infrastructure can improve fundraising. We will examine how to put basic steps and systems in place to help drive donations and donor loyalty. If you're tired of your fundraising being reactive instead of proactive, this webinar is for you.

The interactive workshop will go into the basics for creating a fundraising plan and why a plan is important. You will use the techniques discussed in the workshop to create your own simple fundraising plan with the help of your peers.

The November 12 webinar will cover:

How to decide what fundraising strategies work best for your organization.

Establishing best practices and infrastructure for your fundraising.

How data can drive fundraising and inform your decision-making process.

What happens after the donation comes in – your data and infrastructure at work.

The November 19 interactive workshop will cover:

Developing a basic fundraising plan.

Getting stakeholder buy-in.

How to modify and add flexibility to your plan.

[For more detailed information and to register for "Basic Fundraising Techniques: How to Increase Donations," click here.](#)

The Role of the Board of Directors in Fundraising

Webinar: Thursday, December 3, 2020, 1:00 PM – 2:30 PM EST  
Interactive Workshop: Thursday, December 10, 1:00 PM – 2:30 PM EST

In this challenging financial moment, it is increasingly important to build and leverage your Board of Directors, as well as learn how to leverage their connections.

This webinar is for small nonprofit leaders and fundraisers who would like to increase the engagement of their Board of Directors with fundraising or for those who are, or will be, working with volunteers. In the webinar, you will learn why it is important to engage board members in fundraising, and how to make fundraising less intimidating and manageable for your Board of Directors.

The interactive workshop will allow you to explore this topic in-depth and will give you practical tools you can bring back to use with your Board of Directors and volunteers. Group work with your peers will help you develop new areas and strategies for board engagement.

The December 3 webinar will cover:

Why board engagement is critical to fundraising.  
How to establish a culture of philanthropy on your board.  
Getting your board members to be Advocates, Ambassadors, Askers.

The December 10 interactive workshop will cover:

Small tasks to help board members be successful.  
A worksheet that can be used to help drive board engagement.  
Creating a plan that will work for your board.

[For more detailed information and to register for "The Role of the Board of Directors in Fundraising," click here.](#)

Interested in taking the full course?

[For more detailed information and to register for "Basic Fundraising Techniques: How to Increase Donations" and "The Role of the Board of Directors in Fundraising," click here.](#)

Presenter's Bio:

Katherine Delaney, Director of Development, joined NYFA in January 2019 and brought with her over 19 years of experience in fundraising, particularly in the areas of Board Development, Major Gifts, Annual Fund Development, and Foundation and Corporate Giving. Born in St. Petersburg, Russia, Delaney immigrated to Canada with her family at the age of four. Delaney holds a Bachelor of Music degree from Queen's University, Canada, and a Master of Arts (Musicology) degree from the University of Victoria, Canada, where her area of study was Russian Opera. She has also obtained a professional certificate in fundraising from the University of Waterloo, Canada. Early in her career, Delaney worked part-time as an accompanist and Russian Language coach for many Canadian singers and choirs. Before moving to the U.S., Delaney fundraised for the Nature Conservancy of Canada, the Royal Botanical Gardens, and the Canadian Opera Company, where she was responsible for overhauling the Corporate Giving department and initiating a new major donor campaign. In 2004, Delaney moved to New York City and began working for the Metropolitan Opera in the Major Gifts department. She later became Director of Development for the Arts Initiative and the School of the Arts at Columbia University before joining the Metropolitan Opera Guild in 2012. Over her six years with the Guild, Delaney was responsible for increasing Board and Individual Giving by 85%. In 2017, Delaney received her CFRE (Certified Fundraising Executive) credentials. She currently resides in Bloomfield, New Jersey with her husband, Aaron, and three young boys. When not at work, Delaney enjoys practicing her skills as a soccer mom and taking long walks with her two dogs. She also serves as Co-Chair of the Annual Community Benefit at the Montclair Cooperative School, and is a member of the Association of Fundraising Professionals.

Questions? Email [learning@nyfa.org](mailto:learning@nyfa.org).

This program is presented by NYFA Learning.

Image: David Henderson (Finalist in Craft/Sculpture '20); "A History of Aviation," 2010–2017; installed at Smack Mellon, Brooklyn, 2011; foam, fiberglass, carbon fiber, aluminum, plywood, dacron, paint; Photo Credit: Etienne Frossard

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<https://www.nyfa.org/register-now-online-course-learn-how-to-engage-your-stakeholders-and-achieve-long-term-sustainability/>

#### Schedule

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