

Program Survey



For 2007/2008 Program Year

Building

Strengthening

Achieving

Attendance at AAFRE's monthly meetings has grown steadily over the past nineteen years. The programs we provide are designed for our members by our members. We are now planning our 2007/2008 program year, and we need your input. Tell us how we can best serve your needs - the choice of topics is up to you! Please review the following suggestions and **rate them according to your level of interest between 1 and 5** (with 5 being a topic of highest interest). We invite your recommendations on speakers to present the topics, and suggestions for presentations of interest we may have missed.

Please complete and fax to 442-5711 by July 15, 2007.

1. **Communicating With Your Supporters – Moving beyond the quarterly newsletter.** One sure way to lose the support of a benefactor or sponsor is by failing to communicate with them in a meaningful way. Yet what is meaningful to one may not be to the next. Should we communicate differently with donors and sponsors? Learn some tried and true methods that help satisfy these stakeholders and retain their support.

Rating____ Suggested Speaker_____

Comments: _____

2. **Recognition of Volunteer Boards and Committee Members.** Volunteers contribute countless hours through boards, committee work and special events. How do we grow and engage the volunteer spirit in our organizations? How do you motivate them to stay involved and increase involvement? How do we involve them in the program creation from the ground up? What are some examples of good appreciation programs?

Rating____ Suggested Speaker_____

Comments: _____

3. **Personal Development – Succession Planning/Coaching.** You and your team have built and nurtured an incredible development program. How do you plan for staffing and resource changes in your organization?

Rating____ Suggested Speaker_____

Comments: _____

4. **Third Party Fundraising.** What are the positives and negatives about third party fundraisers? Developing and maintaining important guidelines / policies in order to ensure third party fundraisers are successful.

Rating____ Suggested Speaker_____

Comments: _____

5. **Mastering Special Events.** What are the rules around managing and executing a successful special event? A close look at the detailed process of preparing for every kind of special event from small scale to high profile. What does the check list look like, budget preparation, how to dress it up and of course the big question, when do you draw the line and cut the rope?

Rating____ Suggested Speaker_____

Comments: _____

6. **Planned Giving Perspectives.** What forms of gifts might you encounter? Can you begin a planned giving program with one or two components? What can your charity do to encourage the giving of these gifts, and what procedures must you have in place to accept them?

Rating____ Suggested Speaker_____

Comments: _____

7. **Fundraising – To Sell or Not to Sell.** Is selling product profitable? What is the sure winner for product sales? What's the new 'thing' on the market these days? How do you stay one step ahead of the rest?

Rating____ Suggested Speaker_____

Comments: _____

8. **Compelling Stories.** How to tell the stories that tug at the heart strings? Who should tell it? What means does one use to make a difference in the donor giving?

Rating____ Suggested Speaker_____

Comments: _____

9. **Networking That Pays Off.** How to work a room. Techniques of introduction. How to ensure your name is remembered after the last wine drop is poured.

Rating____ Suggested Speaker_____

Comments: _____

10. **Successful Fundraising Letters.** A how to of what to and what not to include in your fundraising letters. What is good timing and what is the best approach and format to produce your best letters?

Rating____ Suggested Speaker_____

Comments: _____

11. **Workshops.** AAFRE has, in the past, expanded some luncheons to be workshop format in order to provide more in depth information on a topic. They have been traditionally 2 – 3 hours in lengths. Is the workshop format of value to?_____

How many workshops would you be able to attend in a year?

12. **What have we missed? We welcome your ideas for topics and/or speakers.**

13. **Volunteers are one of our valuable resources. Volunteering also provides opportunities for personal and professional growth as well as excellent networking. If you are interested in volunteering for any of AAFRE's committees or events please indicate below.**

Name: _____

Contact Information: _____

- Christmas Auction
- Golf Tournament
- Trade Show
- Wine Tasting
- Celebrate Excellence
- Program Committee
- Marketing Committee

Thank you for taking the time to fill out this survey – Together we can make the 2006/2007 program year a great success!