

Making Your Case: Selling Your Vision to Donors

An effective case statement answers three essential questions. In this one-of-a-kind workshop, you learn what those questions are, how to craft an inspiring answer to each ... and more than you ever expected.

You need to make a great case -- whether you're hunting millions for a new emergency room, building your endowment to new heights ... or simply writing an annual appeal. Learn how to sell your vision effectively and fast. In this full-disclosure seminar, one of America's busiest case statement writers discloses his secrets. You'll learn how to research your case and distill a mountain of facts down to its essence ... how to answer the questions prospects care about most ... and how to deliver your message with white-hot intensity.

In this seminar, you'll also learn storytelling formulas that work; why testimonial is so important; how emotional triggers get you to your goal quickly ... and much more. Organizations of all types and sizes can benefit from the tips and techniques covered in this seminar. At the end of the session, participants will: know how to plan a successful case, know the three questions a case must answer, have a practical understanding of reader and donor psychology, and know how to structure a compelling story.

Presenter - Tom Ahern of Ahern Communications

Tom Ahern is counted among North America's top authorities on fundraising, advocacy, and "persuasion" communications. Tom is the author of three well-regarded books on fundraising communications, with a fourth (on cases) under contract. He is in demand as a communications trainer, traveling internationally to present his workshops. He is an award-winning magazine journalist (which means he knows how to tell a story). And he gets results. His work has won three prestigious Gold Quill awards, given annually to communications programs judged to be among the most effective in the world. He's written numerous cases for successful campaigns, totaling more than \$500 million in goals.

When: April 10th from 1:00 - 4:00

Where: **The Sheraton**, 18 Old Ridgebury Rd, Danbury, CT 06810

Who Should Attend: Executive directors, marketing and development staff

Workshop Fee: \$25 per person

To Register: Complete the registration form below and send to Elaine Mintz, Greater Danbury Nonprofit Resource Center, P.O. Box 2353, Danbury, CT 06813. Questions contact Elaine at 203-240-1971, or [gdre-sourcecenter@sbcglobal.net](mailto:sourcecenter@sbcglobal.net).

Registration Form

Name:	Title:	
Agency:		
Address:		
City:	State:	Zip:
Phone:	Fax:	Cell phone:
Email:		
Total fee enclosed:	Name of Workshop(s):	
<p>Checks should be made payable to the United Way of Western Connecticut/Capacity Building Registration must be received by April 4th, 2008</p>		