

Big Better Best!

Big Brothers Big Sisters
2015 National Conference

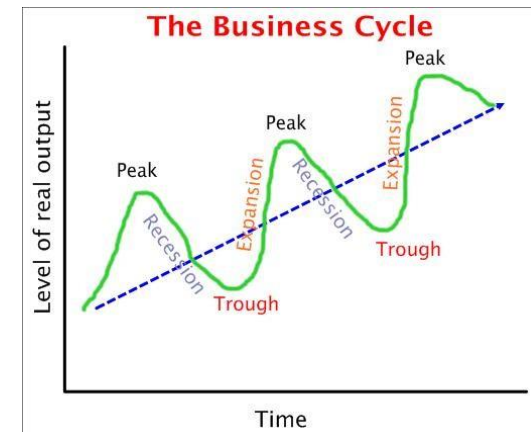
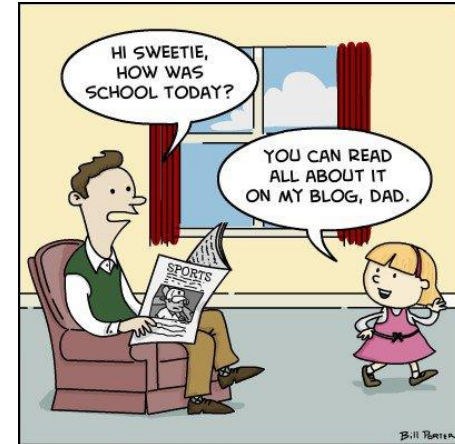
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Today's Competitive Environment



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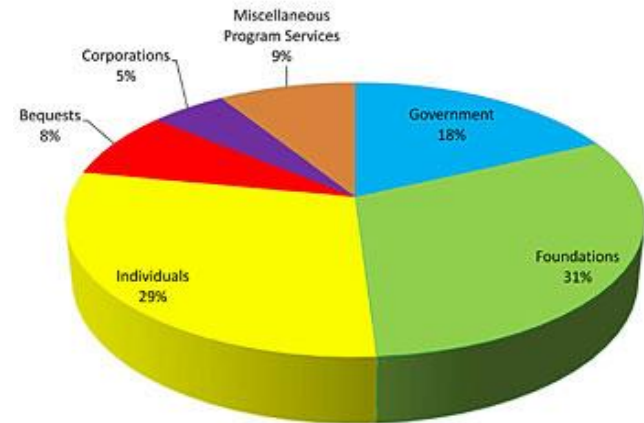
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Keys to Successful Fundraising



Revenues



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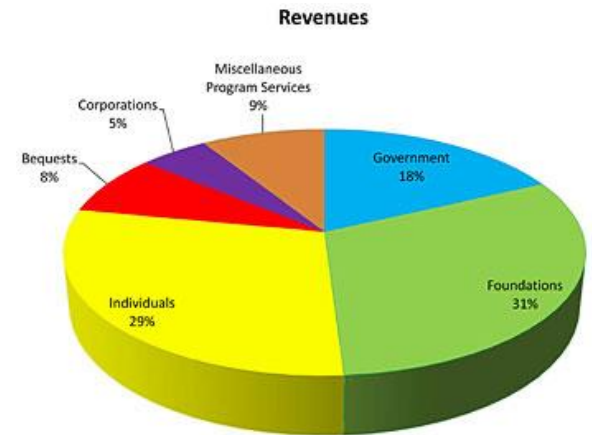
Focus On The People

- Recruit the right people
- Create engagement opportunities
- Provide consistent evaluation



Diversify Your Revenue

- Engage the board
- Build strong relationships
- Ensure flawless execution



Explore Partnerships

- To raise funds
- To build your brand
- To decrease costs
- To increase access to Bigs



Tell Your Story Effectively

- Use technology
- Make donors part of the story
- Share immediate feedback
- Sustain a consistent brand image



“The future depends on what
you do today.”

Ghandi

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2015 Kellogg Nonprofit Executive Education Programs

- Leading for the Future, May 4-5
- Nonprofit Finance II, May 18-19
- Leading Successful Schools, July 7-9
- Essentials of Fundraising & Marketing, September 28-29
- Major Gift Strategies, Oct 1-2
- Strategic Leadership, Oct 19-20
- Innovation & Social Entrepreneurship, Oct 21-22
- Winning Strategies, Nov 2-3
- Collective Impact Nov.

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