



2012 Schedule

January 27, 2012 - Have you created a plan to steward your donors throughout the year? What special ways will you be saying “thank you?”

February 3, 2012 - Database solutions for the small nonprofit (guest experts)

February 17, 2012 - Creating your organization’s communications calendar

March 2, 2012 - What is your “asking style” and how can knowing improve your fundraising? Guest Andrea Kihlstedt of [Asking Matters](#).

March 23, 2012 - Facebook for nonprofits. Guest expert John Haydon of [JohnHaydon.com](#).

April 6, 2012 - Has employee attrition affected you? What policies does your organization have in place to [keep employees happy?](#)

April 20, 2012 - Guest Expert Mazarine Treyz of [Wild Woman Fundraising](#) - corporate sponsorships.

May 4, 2012 - Starting and growing a monthly giving program.

May 18, 2012 - Grants: Is your organization grant-ready? How do you get started? Can you get a foot in the door when the 990 reads "applications not accepted?" Guest expert Betsy Baker and moderator Pamela Grow will discuss how to create a solid core of grant funding for your organization.

June 1, 2012 - Who is telling your nonprofit story? Guest Marc Pitman of [FundraisingCoach.com](#)