

# “DOLLARS ARE GREAT; DONORS ARE BETTER”

How to organize, communicate, solicit and steward to bring people and their generosity into your organization.

*Combining the wisdom of Ben Franklin, the practical techniques of a shoeshine man, and lessons learned by leading modestly funded advancement operations, I bring to you and your organization **transitional** steps, **transactional** methods and **transformational** strategies that will engage everyone in your organization in creative, cost-effective methods that make philanthropy mutually satisfying to your organization and your donors.*

**THE presentation,  
keynote or workshop  
for your organization,  
staff, board and  
volunteers.**

- Ditch the elevator speech
- Say thank you in ways that inspire continued giving
- Involve everyone in your organization with meaningful roles in fundraising
- Lead and manage in ways that enable and empower successful fundraising
- Ask...with confidence and optimism
- Connect to people in ways where they WANT to support you
- Ignite and incite your organization, your staff, your board and your community to your cause

Dion McInnis is an accomplished advancement professional, author, professional speaker, poet, photographer, instructor, and administrator and has been cited in the media on topics ranging from parenting to preparing children for college departure to funding one's education. In a quarter century in higher education, he has raised **millions** of dollars, enlisted **thousands** of members, organized **hundreds** of volunteers and managed **scores** of events...**one** friend at a time.

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