

Tips for Individual, Corporate and Foundation Fundraising Peer-to-Peer Learning Session

Session Hosts: Jonathan Clifton and Wanda Burget

Description of Session:

“Do you struggle to generate sufficient philanthropic resources for your organization or collaborative? Does the word “fundraising” send a shiver down your spine? Join Jayne Thompson (Colorado Cattlemen’s Land Trust), Lisa Runkel (Lisa Runkel, LLC) and Isaac Dudley (Friends of the Verde River)—three accomplished professional fundraisers—to learn practical tips and best practices related to developing financial resources to support your organization’s mission.

This session will provide concrete and applicable guidance to assist you as you pursue gifts from individuals, foundations, and corporate donors and prospects. Subjects will include planning for development efforts, when and how to make the “ask,” relationship-building strategies, corporate sponsorships, nuances of working with foundations, and much more.”

Outline the session: (the session is 60 minutes long- edit this suggested session format)

10 minutes: Topic introduction and framing, introduction of hosts and presenters

30 minutes: Panel of 3 presenters: individual, corporate and foundation fundraising

15 minutes: Participant Discussion and Question and Answer Session

5 minutes: Session wrap up and instructions for index cards and display of flip charts

Panelists:

1. Jayne Thompson
Director of External Relations
Colorado Cattlemen’s Agricultural Land Trust
8833 Ralston Rd. Arvada, CO 80002
jayne@ccalt.org
303-225-8677
2. Lisa Runkel
Lisa Runkel Consulting, LLC
lisakayrunkel@gmail.com
515-240-3474
3. Isaac Dudley
Business Development Coordinator
Friends of the Verde River
115 S Main St suite a, Cottonwood, AZ 86326
isaacd@verderiver.org
928-821-2002

Participant Questions, Comments/Discussion:

Panelists will ask audience what questions they have, and will build on those replies. In the event the room is quiet, seeded questions include:

1. What is your biggest barrier to increasing fundraising results for your organization?
2. How do you schedule your development efforts to ensure timely follow-up?

Technology & Materials:

Flip charts and pens

PPT template slide

Index cards and pens

Bio of Host(s) and Case Study Presenters:



Jonathan Clifton is Director of Development for the Warner College of Natural Resources, working to strengthen engagement with alumni, individual and institutional stakeholders to further the College's mission and goals. He has worked at CSU since 2011. Jonathan has 20 years of experience in advancement, spanning annual, major and planned giving, as well as foundation grant writing, corporate partnerships, and strategic planning. Jonathan holds a B.A. in Music Performance from Indiana University, and both an MBA and MA from the University of Cincinnati.



Wanda Burget is the owner and principal of Accord Resource Solutions, LLC, a woman-owned natural resource-focused consultancy based in Wyoming and serves as the Executive Director of the Wyoming Mining Natural Resource Foundation (Foundation). The Foundation, which was initiated by the mining industry in southwestern Wyoming, is managing a large landscape-scale conservation effort created to benefit the Greater sage-grouse and its habitat.

Prior to starting her consultancy, Wanda served as the Vice President of Environmental Services for Norwest Corporation based in Salt Lake City, Utah for 3 years and worked for Peabody Energy Corporation for 29 years. Her responsibilities with Peabody included serving as Director, Sustainable Development for Peabody's U.S. operations and managing permitting and environmental compliance for four major surface mining operations in Wyoming.

Throughout her career, Wanda has been entrusted with positions of leadership and responsibility in numerous local, state, regional and national boards, workgroups and coalitions comprising a broad and diverse cross-section of stakeholders.



Jayne Thompson grew up on a ranch in Pinedale, Wyoming. After attending The Pennsylvania State University, Jayne followed her passion for agriculture and conservation back to the West where she is the Director of External Relations for the Colorado Cattlemen's Agricultural Land Trust (CCALT). Jayne oversees a small development team that facilitates all events, fundraising, and communications for CCALT. In the past three years, Jayne has been an influential part of the CCALT team that increased annual unrestricted contributions by individual donors by 30%, 8%, and 24% year over year. Working with CCALT has given Jayne a large view of how small non-profits with limited staff capacity can operate and even thrive with a little bit of elbow grease and a lot of passion! Jayne is currently board president of Colorado's Chapter of Association of Fundraising Professionals.



Isaac is an avid lover of the outdoors from Cottonwood, Arizona with a Bachelors of Arts from Northern Arizona University. After finding rock climbing as a sophomore in high school, Isaac immersed himself in the wild places of Arizona. Passionate about conservation and the sustainable growth of his community, Isaac works with businesses across the Verde River Watershed to raise money for on-the-ground projects focused on conserving, and enhancing Northern Arizona waterways while educating the surrounding communities on the importance of healthy systems like the Verde River. In the first year of operating the business program for Friends of the Verde River, Isaac was able to increase giving from businesses by over 50% through simple, but powerful strategies. Isaac is thrilled for the opportunity to share his fundraising experience with others, because our wild places get stronger with every individual and institution that stands behind them.



Lisa is a Minnesota native and grew up on the waters of Lake of the Woods. While her entire career has been focused on non-profit fundraising and development, it wasn't until she started working for The Nature Conservancy (in both Iowa and Colorado) that she was able to align her personal and professional passions. Lisa has more than fifteen years of wide-ranging development experience and has secured more than \$10 million in private philanthropy for a diverse cadre of non-profit organizations. Positions in the social services sector, higher education and conservation have provided a variety of experiences including designing, building and executing fundraising plans, annual funds, events, capital campaign management, board engagement, creating and growing portfolios and cultivating and maintaining HNW donor relationships. Lisa has a B.A. in Psychology with an emphasis in Business from Cornell College in Mt. Vernon, Iowa and a M.Ed. in Higher Education from Arizona State University. She recently launched her own non-profit consulting business to empower and assist organizations of all sizes to increase their fundraising production and impact.