



**Maximizing Involvement, Maximizing Results:  
Engaging Your Board in New Ways for a New Decade**  
*with Kay Sprinkel Grace, CFRE*  
**Tuesday, September 1, 2009**  
**Jepson Alumni Center at the University of Richmond**

7:30 a.m. Registration &  
Continental Breakfast

7:55 a.m. **Session I**  
***Revolution in the Board Room***

Changes are afoot in board rooms across the US in all kinds of nonprofits. These changes reflect shifts in demographics, philanthropy, expectations for transparency, and a heightened desire for participation on the part of board members. What do these changes mean for your organization? Are you already confronting them? We will look at changes in philanthropy and in the board room that have already occurred, more than we can anticipate, and examine ways to be ready for those changes including ways we recruit, provide orientation and manage our meetings. We will look at the basic structures of board engagement, learn what an “ultimate” board member is, how to keep your board as an attractive option for those seeking volunteer service, how to convey your values in ways that attract committed board members (and donors) and how to create your own “evolution” before a revolution begins!

9:30 a.m. Beverage Break

9:45 a.m. **Session II**  
***Maximizing Involvement,  
Maximizing Results: The AAA Way  
to Successful Fundraising***

Imagine being on a board where everyone participates in the development process, where roles are clearly defined and accepted, and where people approach their chosen tasks with confidence and commitment. That is not an impossible dream. Participants will learn about the “AAA” program for engaging board members, a process that has been developed by the presenter and implemented successfully in dozens of organizations. AAA means Ambassador, Advocate and Asker – the three roles that board members can play to ensure consistent and fruitful donor development and fundraising. All board members are Ambassadors. Some board members will play all three roles, most will opt for one or two. AAA is not an “add on” to existing assignments – it is a strategic management tool that provides opportunities and guidance for board members around the tasks they choose to do in these three areas. Participants will work with the AAA survey and

summary grid, hear examples of how the program has been integrated into recruitment and job descriptions, and learn ways to evaluate the program and keep it fresh.

11:30 a.m. Lunch Distribution

11:45 a.m. **Session III**  
***Stewarding Your Relationships:  
Keeping Those Who Care About You As Close  
As You Can***

If there is one thing we have learned during the Recession, it is that donor and volunteer loyalty and giving is unwavering if there is a relationship established with the organization. A major role for board members is stewardship – continuing to tend to a relationship with a donor after the gift has been made. But stewardship begins at home. This final session will focus on stewardship not only of donors, but of board members and other volunteers – and how this stewardship conveys your organization’s values to the community and acts as a multiplier for community involvement. You’ll learn some simple strategies for stewarding board members and donors – and why stewardship is a gift you can give to anyone who gives to you or volunteers.

12:55 p.m. Adjourn

**Take advantage of special cost**

**savings** for the workshop by registering more than one person from your organization. This invaluable program will not only benefit you, but also your CEO, board members, and other representatives from your “team.” **Don’t come alone!**

See detailed pricing information on the reverse. Fee includes workshop, which qualifies for four hours of CFRE continuing education points, continental breakfast and lunch.

**Our Speaker:**

**Kay Sprinkel Grace, CFRE**, is a San Francisco-based organizational consultant, providing workshops and consultation to organizations in strategic development planning, case and board development, staff development, and other issues related to leadership of the fund raising process. From March 2004 to June 2007 she was principal external consultant to the Corporation for Public Broadcasting's Major Giving Initiative. 110 public television licensees participated in the program which included the development and delivery of webinars, on-site consulting, and facilitation of national meetings. She speaks frequently at regional, national and international conferences. In 2007 she organized and co-presented the first seminar on philanthropy for NGOs working to create civil society in the former Soviet Republic of Georgia, and in 2008 she participated in the first Fundraising Festival in Prague. She is the author of five books with a sixth, *The AAA Way to Fundraising Success* due to be published in 2009 by Whit Press of Seattle. Her B.A. (Communications-Journalism) and M.A. (Education) are from Stanford University, where she served as the first woman Volunteer Chair of the Stanford Fund. She has received Stanford's highest award for volunteer service, the Gold Spike, as well as their Associates' Award, Outstanding Achievement Award, Award of Merit and Centennial Medal.

**Registration**

Registrant Name: \_\_\_\_\_ vegetarian meal \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Additional Registrants:

1. \_\_\_\_\_ vegetarian meal \_\_\_\_\_

2. \_\_\_\_\_ vegetarian meal \_\_\_\_\_

3. \_\_\_\_\_ vegetarian meal \_\_\_\_\_

*(include additional names on a separate sheet of paper)*

**Payment**

___ VAFRE Member	\$ 50.00
___ Season Pass Holder	\$ 00.00
___ Guest # 1	\$ 75.00
___ Additional Guests: _____ x \$65.00 =	\$ _____

*(for each additional guest from the same institution)*

**Total Due:** \_\_\_\_\_

\_\_\_ Check Enclosed      \_\_\_ Charge the credit card below.

Name on Card : \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Customer Verification #: \_\_\_\_\_

*(from back of card)*

Signature: \_\_\_\_\_

Return with payment to: VAFRE, 2415 Westwood Avenue, Richmond, VA 23230. Credit card registrations may be faxed to (804) 288-3551. **Questions?** Call VAFRE at (804) 288-2950 or e-mail [vafre@catapult-inc.com](mailto:vafre@catapult-inc.com).