

Alford Group Training Options

Fundraising

HOW TO ENGAGE FIVE GENERATIONS OF DONORS

FUTURE-PROOF YOUR MISSION

Giving from individuals continues to make up the largest portion of philanthropy in America, powering the missions of countless nonprofits. But winning the attention of the specific individuals most inclined to support your mission is more challenging than ever. With audience-centric strategies—informed by data—you can achieve better resonance and activate greater generosity.

GIVING BY FOUNDATIONS: TRENDS AND INSIGHTS

DEMYSTIFYING THE LATEST TRENDS IN PHILANTHROPY

This training explains the latest trends in philanthropy and provides insights on how to engage donors in this new giving landscape. Alford Group presents the numbers and shares their own experiences in engaging and growing the donor support of their clients.

CAPITAL CAMPAIGNS

THE FOUR THINGS YOU NEED TO HAVE IN PLACE BEFORE YOU LAUNCH

Planning a capital campaign? There are four components you need to have in place before you launch a special campaign for a significant capital project and/or major endowment effort. This training provides insight into what they are and how to execute each up. Set your organization up for success with this training and learn how to put these essential components into action for your organization.

PLANNED GIVING 101

ESSENTIALS FOR TAKING THE JOURNEY

Learn foundational concepts of planned giving during this session with Alford Group. In this session, we will discuss common planned giving terms and gift types, explore marketing basics and how to identify prospects, and review crafting policies and procedures so you feel prepared to confidently start or revitalize your own planned giving program. This interactive session is designed to give you the planned giving basics you need.

MOVES MANAGEMENT

IMPROVE YOUR DONOR RELATIONSHIPS

Moves management training focuses on how you can better plan, record and report significant moments in your long-term donor relationships and in your philanthropic strategy. This session from Alford Group will prepare you to be confident in managing your donor relationships and will focus on the tasks needed to have successful moves management, including assigning clear relationship managers to each prospect, converting prospects to donors, strategic communications and staff evaluations and performance.

STRENGTHS-BASED MESSAGING

REFRESH YOUR CASE FOR SUPPORT WITH INCLUSIVE VISION

In this talk on strengths-based messaging, we explore how positive psychology and inclusive communication practices can refresh your nonprofit's case for support. Learn strategies to appeal to donors while honoring the diverse communities you serve, ensuring your message is both compelling and authentic.

SOAR Analysis

GETTING THE BEST STRATEGIC THINKING OUT OF YOUR DEVELOPMENT TEAM

What if one month from now, your development team had an energizing, creative case for support? In this hands-on workshop, you'll learn how the forward-looking SOAR framework sparks ideation, innovation and fresh ideas. Experience a powerful SOAR framework – Strengths, Opportunities, Aspirations, Results – invigorate your team. In this session, you will learn the SOAR framework for crafting strength-based messaging. This is a framework that can be applied to any team, project or timeline.

CAMPAIGNS IN TODAY'S COMMUNITY FOUNDATION LANDSCAPE

EVOLVING STRATEGIES

Delve into insights from diverse community foundations to provide a snapshot of current fundraising strategies. Together, we will explore how organizations are moving beyond reactive fundraising to community-centric campaigns, and address challenges from board expectations to internal obstacles. This training will leave you with an actionable plan to enhance your organization's impact and navigate long-term success in your campaigns.

Equitable and Inclusive Culture Trainings

EFFECTIVE DECISION-MAKING

EMPOWERING TEAMS WITH CLARITY AND CONFIDENCE

Making sound decisions is essential to organizational success, but it often involves multiple stakeholders with varying levels of influence and responsibility. Using the RACI framework (Responsible, Accountable, Consulted, Informed) as the foundation for this session, you can structure your decision-making process to increase transparency and accountability. We'll also explore decision-making models that enhance leadership strategies and incorporate inclusive leadership practices to ensure all voices are heard. Equip your team with tools, models, and techniques to make more effective and inclusive decisions.

PROFESSIONAL PRESENCE

CULTIVATING INFLUENCE AND CREDIBILITY

Your professional presence can make a lasting impression and significantly impact your career growth. But what does it mean to have "presence"? It's more than just how you present yourself – it's about confidence, effective communication and aligning your actions with your values. This training will help you develop the skills needed to exude confidence, navigate high-stakes situations and communicate with clarity and impact. We'll cover key strategies for building your personal brand that inspire trust and respect in every interaction. Strengthen your presence within your team, fostering collaboration and mutual respect.

DIFFICULT CONVERSATIONS

MASTERING THE ART OF TOUGH TALKS

Difficult conversations are an inevitable part of any team dynamic – whether it's addressing conflict, providing feedback or managing sensitive issues. Successfully navigating these conversations can transform tension into opportunities for growth. This training offers models and tools to help you engage in these challenging discussions with greater effectiveness and empathy. You'll learn how to manage power dynamics, apply feedback frameworks, and implement strategies for productive and courageous conversations. Gain practical skills and insights to foster open, respectful and solution-focused communication.

UNDERSTANDING BIASES IN EVALUATIONS

NAVIGATING BIASES FOR FAIRER EVALUATIONS

In this workshop, we'll explore common biases that impact evaluations, such as proximity bias, affinity bias, confirmation bias, and more. By understanding these dynamics, we can foster a workplace where everyone's contributions are recognized and valued. Learn strategies for fairer assessments and fostering growth.

LEADING SELF AND OTHERS THROUGH CONFLICT MANAGEMENT

STRENGTHENING RELATIONSHIPS AND COLLABORATION

When conflict arises, how a team manages it can determine whether it becomes an obstacle or an opportunity for deeper connection and better performance. This training provides teams with tools to navigate conflict constructively by exploring team dynamic models and conflict management styles. Through emotional intelligence skill building, your team will learn practical techniques for de-escalation, self-regulation, and strategies for repairing relationships after conflict. Empower your team with the emotional resilience and communication skills needed to address challenges together and emerge stronger, more connected and ready to collaborate.

NAVIGATING FEEDBACK ACROSS ALL LEVELS

THE COMPASS FOR ORGANIZATIONAL SUCCESS

Providing actionable feedback is essential in building a learning culture. This includes giving upward feedback to managers. As a staff member, how do you give upward feedback to managers while navigating the power differential, making yourself vulnerable and risking exposure? As a manager, how do you create a safe team environment that empowers members to give you feedback without fear of reprisal (or retaliation)? Learn the potential pitfalls, tips, tools and leading practices on how to give and receive upward feedback. We'll help you with the steps you can take to implement a feedback culture.

COLLECTIVE IMPACT

BUILDING AN INCLUSIVE ORGANIZATION

No matter what role we occupy, we all have a stake in creating the organizational culture and environment that we want. This training will provide a framework and practical tools for participants to build a practice of collective impact that encourages the contributions of all stakeholders in the organization and community. A sense of belonging is a collective exploration and it's important to have a structure that invites ALL voices to be heard, contribute, and be responsible for the outcome.

SMARTIE GOALS IN PERFORMANCE MANAGEMENT

INCLUSION AND EQUITY AT THE CENTER

In this interactive workshop, participants will explore the concept of SMARTIE goals - a framework that enhances traditional SMART (Specific, Measurable, Achievable, Relevant, and Time-Bound) goals by incorporating Inclusion and Equity. We'll delve into practical strategies for creating individual performance goals that prioritize marginalized voices, address systemic inequities, and empower change. Whether you're a leader, team member, or change agent, this session equips you with tools to foster an inclusive environment and drive better outcomes. Join us as we transform goal setting into a force for positive change.

BRIDGING DIFFERENCES

CONFLICT TO COLLABORATION

This workshop focuses on conflict management and communication. Participants will learn to identify their conflict management style and gain understanding of other styles. We will identify strategies and approaches, ways to communicate and how to use feedback to help navigate conflict resolution. The goal is to de-escalate conflict and improve understanding. This will include tools and insights to help you collaborate, so that you recognize conflict before they become conflicts and if they do, what and where you can find a common, win/win solution.

Governance and Leadership Development

BOARD AND STAFF TRAINING

KNOWLEDGE FOR THE WAY FORWARD

Our team is able to create custom training for nonprofit board and staff members in any area related to philanthropy, governance, assessment or planning. We offer board and staff retreats in addition to on-site training sessions. The focus of these sessions shift depending on the client, but popular areas of focus include: corporate engagement; developing action plans; donor acquisition strategies; donor stewardship; fostering a culture of philanthropy; fundraising basics and trends; inclusive leadership; key responsibilities of a board; moves management; committee roles and responsibilities; self-evaluation; developing an elevator pitch; donor motivators; new member nomination process; relationship mapping; solicitation training, and the role of Board members in fundraising.

EXECUTIVE LEADERSHIP COACHING AND COUNSEL

KNOWLEDGE FOR THE WAY FORWARD

Nonprofit managers are asked to wear many hats and perform at high levels with minimal resources. This high wire juggling act is not always easy. Alford Group consultants provide one-on-one guidance to nonprofit leadership. Our experienced consultants have each spent many years as an Executive Director, VP of Development, or CEO of nonprofits. Each understands the pressures and challenges of the position and can help staff leaders with developing specific strategies to achieve their goals, developing expectations and/or job qualifications for new hires, positioning their organizations for funding, handling Board issues, and other concerns.

Pricing for all the trainings listed in this document ranges from \$3,850 to \$12,000 and varies depending on factors including but not limited to the number of trainings, selected trainings, requested training length, audience size, planning, preparation and surveys.

Please contact Alford Group for more information at info@alford.com | alford.com