

*It all started with a mouse...
Come learn how you can apply concepts to
your marketing, enrollment, engagement &
fundraising efforts ...and be more like Walt.*



Join us for the 3rd Annual Learn & Lead

Monday & Tuesday, June 3rd & 4th, 2019

9:00 a.m. to 3:30 p.m. both days

**Learn & Lead sessions are designed for called leadership, staff, and
volunteers in area Lutheran schools, churches, RSOs, and other
Faith-based Nonprofits**

Course Objectives (CFRE Continuing Ed is in process):

Day 1:

What if Walt Disney were the CEO of your nonprofit? What would you do differently? This day looks at the successes of Walt Disney and how we can apply his approach to personal relations to our marketing, enrollment, and engagement efforts.

(agenda on next page)

Day 2:

All the best fundraisers share one thing in common: they love what they do. This day focuses on how to love our jobs & share that passion with donors. We will also demystify estate giving for staff, donors, and clients and provide simple tools for success.

(agenda on next page)

**Space is limited to the first 50 seats on each day;
Visit <https://learnlead2019.eventbrite.com>
Call 260-203-4500 or Email jond@tlspartnership.org**

Course Fees:

\$120/person for both days
\$80/person for each day
Group Discounts Available

Brought to you by:



Course Location:

Concordia Lutheran High
School, Fort Wayne

Agenda: Monday and Tuesday, June 3 & 4, 2019

DAY ONE

8:30 a.m. Check-in and Breakfast (included in registration)

9:00 - 11:45 a.m. Donor Relations the Disney Way

How we can use the principles and enthusiasm of Walt Disney to improve the way we relate to donors.

12:00 p.m. "Relatable Game Show" & Lunch (included in registration)

Relatable, the interactive relationship building game. It's not who we know but who knows us that counts.

1:00 - 3:30 p.m. Passion, Power and Leadership - Three Tools to Successful Fundraising

Applying these three tools and leave the day feeling empowered to accomplish your marketing, enrollment, and engagement skills.

5:00 p.m. - 7:00 p.m. Optional Downtown Dinner with Speaker & ALDE Chapter Mixer

Dinner at Hall's The Deck (weather permitting) or other unique establishment with our speaker and other ALDE members. Bring your organizational-specific questions for Wayne and the group!

DAY TWO

8:30 a.m. Check-in and Breakfast (included in registration)

9:00 - 11:45 a.m. 7 Things Every Fundraiser Needs to Know, but Few Do (or Practice)

We will look at how to be more effective at reaching out to and connecting with donors.

12:00 p.m. Donor Presentation & Lunch (included in registration)

Enjoy lunch and hear from a current donor on their motivations for giving.

1:00 - 3:30 p.m. The Basics of Planned Giving - All you Need to Know to be Effective

We will demystify estate giving and learn how with a few small, simple steps you can increase your gifts from wills and estates. For staff, we will explore ways of simplifying the concepts for your members and donors.



Presenter Bio:

Wayne Olson is the president of Wayne Olson Consulting LLC where he advises corporations and charities on fundraising, sales, customer service and building stronger relationships with customers and constituents. He is a leading expert on planned giving and donor relations. He is an attorney with more than 20 years' experience in the nonprofit sector and has worked with donors on tens of millions of dollars in donations and helped countless nonprofits build effective and dynamic planned giving programs.



Wayne has worked as a consultant or trainer for dozens of charities in Canada and the U.S. and is a sought-after trainer and speaker on motivation, sales, leadership and employee morale. He provides training through seminars, retreats, and ongoing consultation. In 2014 *Fundraising Success Magazine* honored him by awarding Wayne "The Most Inspirational Speaker of the Year" award.

He is the author of four books including, *The Disney Difference*, which shows how to apply Disney-like principles to creatively improve your career and organization. In 2019 AFP International will release *How to Give a Great Speech or Presentation* book as part of its *Ready Reference Series*. Later this year, Wayne will publish two more books, *You Matter*, and *Fifty Essential Things Every Non-Profit Board Member Needs to Know*. These complement his other works, *Big Gifts, Small Effort*, and *Think Like a Donor*. He has been published in many periodicals including *Planned Giving Today*, *Advancing Philanthropy*, *256 Magazine*, and has twice been featured in the *Chronicle of Philanthropy*. He also writes a regular column for the AFP called, "Hey Wayne."



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