

## Raising More Money from Your Business Community

Although corporations and businesses contribute just over 4% of all philanthropic dollars (over \$14 Billion in 2009) in the United States, much more is given through gifts in kind, corporate sponsorships, and through the personal donations of individual corporate leaders. And, in a typical capital campaign, businesses often provide a much more significant percentage of the overall goal. However many nonprofits fail to touch their local business community for a variety of reasons. In this webinar, we will discuss how to approach corporate leaders, how to motivate them to become involved in your organization, and how to develop a corporate appeal.

### At the conclusion of this session, participants will:

- List the ways corporations and businesses can get involved in their organizations
- List the things corporations are looking for in a nonprofit organization
- Outline the structure for a corporate/business appeal using volunteers

### Target Audience:

Mid-level fundraisers, executive directors and development officers.

### About the Presenter:



**Linda Lysakowski** is one of fewer than 100 professionals worldwide to hold the Advanced Certified Fund Raising Executive designation and has trained more than 18,000 professionals in all aspects of development in Canada, Mexico, Egypt and most of the 50 United States.

Linda is the author of *Recruiting and Training Fundraising Volunteers*, *The Development Plan*, *Fundraising as a Career: What, Are You Crazy? Everything You Wanted to Know about Capital Campaigns*, *The Genius' Guide to Fundraising*, a contributing author to *The Fundraising Feasibility Study—It's Not About the Money*, co-editor of *You and Your Nonprofit*, to be published in 2010 and co-author of *The Essential Nonprofit Fundraising Handbook*. She is currently working on *Raising More Money from Your Business Community*, to be published in early 2011.