

## Strengthening Foundation Relationships

Despite significant increases in foundation giving in recent years, too many charitable organizations tend to look at foundation fundraising in a less than strategic manner. For some, the approach to foundations is detached and formulaic. In *Strengthening Foundation Relationships*, John Greenhoe, CFRE, provides an overview of proven strategic methods for building relationships with foundations of varying types and sizes. Drawing upon his unique background as a former journalist, public relations director and constituent major gift officer, John will lead a thought-provoking session that will provide specific strategies for building lasting and fulfilling foundation partnerships.

### Learning objectives:

- Understand the value of building relationships with a select number of funders – rather than employing the “shotgun” approach;
- Learn methods for making the initial approach to a funder, and following up in distinctive and memorable ways; and
- Understand strategies for cultivating different types of foundations

### Target audience:

This presentation geared primarily toward entry and mid level practitioners looking to hone their skills in building foundation relationships. Advanced level practitioners would also receive some benefit.

### About the Presenter:

**John Greenhoe, CFRE**, is an internationally recognized speaker who is noted for providing intriguing and stimulating presentations centering on the topic of philanthropy. Greenhoe has more than 20 years of experience in non-profit leadership roles and currently serves as Director of Foundation Relations at Western Michigan University (WMU). In his role, John has developed a proven track record of success in attracting funding from foundations with little to no previous connection to the university.

