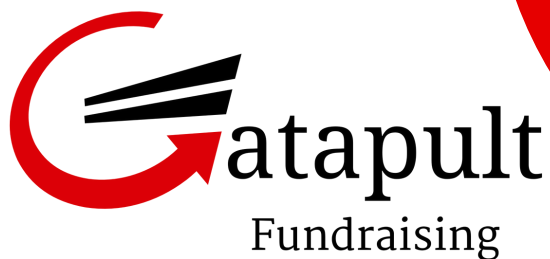


# WEBINAR / SPEAKING ENGAGEMENT TOPICS

Dynamic, engaging, and  
thought-provoking sessions  
presented by Catapult's  
team of experienced  
speakers!

For a list of upcoming  
events, visit our website  
at [www.catapultfr.com](http://www.catapultfr.com)



# **SECTION I: CAPITAL CAMPAIGN PRESENTATION TOPICS**

For a list of upcoming  
events, visit our website  
at [www.catapultfr.com](http://www.catapultfr.com)

# SO YOU'RE THINKING OF PLANNING A CAPITAL CAMPAIGN? AN INTRODUCTION TO THE FIRST STEPS



Many organizations consider a Capital Campaign, but don't know where to begin. This presentation, hosted by Diane M. Carlson, Chairman of Catapult Fundraising, will discuss what to do and where to begin when planning for your Capital Campaign.

This webinar will discuss the importance of a feasibility study, setting an appropriate Campaign dollar goal, building a gift chart, and determining a Campaign timeline that will work best for your institution.

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Recently presented for AFP ICON 2021, the 2021 Catapult Fundraising webinar series, 2020 AHP Webinar Series, 2020 Christian Leadership Alliance Outcomes Conference, and 2020 CASE District IV Conference.

# THE ABCS OF SUCCESSFUL CAPITAL CAMPAIGNS!



Join Michael Blimes, Vice President of Client Development at Catapult Fundraising, for an in-depth analysis of successful capital campaigns.

Michael will discuss the importance of having a sustainable annual fund during a capital campaign, how to find the right timing to embark on a campaign, how and why to conduct an internal assessment of fundraising readiness before starting a campaign, alternatives to a capital campaign, whether or not you should include an endowment component, and much more!

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## BRAND NEW PRESENTATION FOR 2022!



# HOW A FEASIBILITY STUDY WORKS AND ITS IMPORTANCE!



Join Diane M. Carlson, Chairman of Catapult Fundraising, for this presentation focused on the KEY planning tool for a capital campaign; the Feasibility Study.

The feasibility study is the informational & educational start to a campaign and will help you determine the right campaign goal, menu, and timeline that will help you lead a successful campaign! Conducting a feasibility study will fast track your campaign, help you identify potential steering committee members, major donors, and get a sense as to how people view your organization and mission. Don't miss this session, which will provide you with important insight on how to conduct a successful study.

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Recently presented for the 2021 Catapult Fundraising webinar series.



# **SECTION II: MAJOR GIFTS PRESENTATION TOPICS**

For a list of upcoming  
events, visit our website  
at [www.catapultfr.com](http://www.catapultfr.com)

# MANAGING THE ASK...ESSENTIAL STEPS WHEN SOLICITING MAJOR DONORS



For more than 30 years, Diane M. Carlson, Chairman of Catapult Fundraising, has been helping her clients ask for and receive millions of dollars in support for their organizations. In this webinar, Diane walks her audience through the process of managing the “ask”, starting with prospect identification and ending with how to handle saying “thank you”.

This was one of the most helpful webinars I have attended in the longest time. Thank you so much!

## WHAT OUR ATTENDEES SAID

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Recently presented for the following AFP Chapters: 2021 AFP Planet Philanthropy Conference, AFP Desert Communities Chapter, AFP Western NC, AFP San Antonio, AFP Tampa Bay, AFP KS, Topeka, AFP St. Louis, AFP WI - Upper Mississippi Valley, AFP California Capital, AFP Coastal Georgia

# MANAGING THE ASK...WHAT TO SAY



Whether you're a seasoned fundraiser or new to the profession, we've all found ourselves in situations where we're just not quite sure what to say during a donor solicitation.

Did I make the ask too soon?

Did I ask for too much? Too little?

How should I have phrased the ask?

How should I have responded to their follow-up questions?

Diane Carlson, Chairman of Catapult Fundraising, answers all these questions during her presentation and walks the audience through different scenarios that ALL development professionals encounter at some point in their careers.

Join our expert on "What to Say" to learn masterful techniques to avoid uncomfortable moments during your next donor visit.



One of the best webinars I've ever attended! The information was not "text book" and reflected real situations that come up **OFTEN** in major gift fundraising. I will be listening to this presentation several times...probably before every major gift meeting. Thank you, Diane!

# MAJOR GIFTS - IDENTIFYING THE “YES” YOU’RE AFTER!



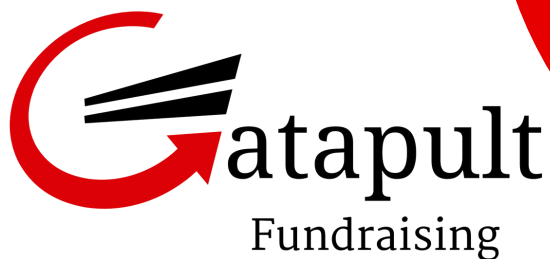
The first step of major gift fundraising is determining the “yes” you’re looking for!

If done correctly, major donors will be asking YOU, rather than you asking them.

Join Paul A. Dunne, CFRE, Executive Vice President of Catapult Fundraising, for this presentation packed with information you need to know about preparing for your meetings, honing in on donors’ interests, and how to get one yes to lead to more!

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## BRAND NEW PRESENTATION FOR 2022!



# **SECTION III: CAPACITY BUILDING PRESENTATION TOPICS**

For a list of upcoming  
events, visit our website  
at [www.catapultfr.com](http://www.catapultfr.com)

# POP GOES DEVELOPMENT!



As development professionals, we are charged with the huge task of juggling many different segments of donor activities: major donors, direct mail, marketing, events, board relationships, and even planned giving. This presentation will help prioritize and give clarity to those individuals who always feel they are reacting rather than being proactive in their work to ensure the greatest return. This presentation is especially informative for smaller organizations where the development director is in charge of many different areas.



Paul had fantastic stories and case studies. He was engaging, animated and energetic, and he had excellent real-world examples of work he's done for clients to concisely develop their mission points & case.

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Recently presented for the following AFP Chapters: AFP Piedmont, AFP VA, Tri-State, AFP Indiana, AFP Northeastern Wisconsin, AFP Lowcountry, AFP St. Louis, 2021 Catapult Fundraising Webinar Series, AFP Louisville, AFP Dayton, OH, AFP Western Pennsylvania, and AFP Central Ohio.

# KEY PILLARS OF CAPACITY BUILDING THAT WILL IMPACT YOUR ORGANIZATION'S SUCCESS!



Join Paul A. Dunne, CFRE, Executive Vice President of Catapult Fundraising, for this presentation that will discuss the key pillars of capacity building. Paul will talk about conducting stakeholder interviews to learn what your donors really think about your organization, steps for database diagnosis & segmentation (including wealth screening), communications / marketing ideas and initiatives, and governance including board measurement, board recruitment, and managing board expectations.

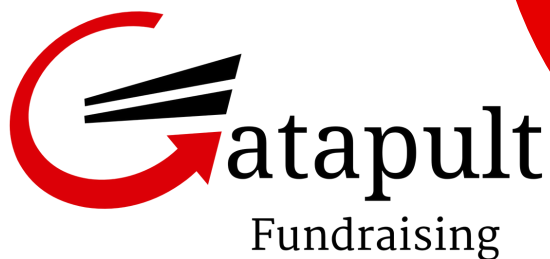
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Recently presented for the  
2021 Catapult Fundraising  
Webinar Series

“ Paul brings unparalleled enthusiasm, knowledge and great takeaways! I was re-energized after listening to Paul—highly recommend! ”

**WHAT OUR ATTENDEES SAID**





# **SECTION IV: ANNUAL GIVING PRESENTATION TOPICS**

For a list of upcoming  
events, visit our website  
at [www.catapultfr.com](http://www.catapultfr.com)

# LESSONS LEARNED ABOUT THE ANNUAL FUND DURING A WORLDWIDE CRISIS



Join Anthony R. Alonso, President of Catapult, as he discusses the tools and techniques you should use to maximize communication efforts with your donors, especially during times where face to face visits are not always an option. Cultivation is key for the long-term sustainability of your annual fund, so make the most of a multi-channel strategy that incorporates email, direct mail, phone, text, and social media solicitations!

My brain is still swirling with the amazing amount of info you shared. I found it inspirational and have so many ideas to easily put into practice right away!

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Recently presented for the following AFP Chapters: 2021 AFP Planet Philanthropy Conference, AFP Eastern Oklahoma, AFP Coastal Virginia, AFP Coastal Bend, AFP VA, Tri State, AFP Hampton Roads, AFP Eastern Pennsylvania, AFP Rockford Area, AFP Oklahoma, AFP Bluegrass, AFP Central NY, AFP Chattanooga, AFP Silicon Valley, AFP Memphis, AFP St. Louis.

# TECHNOLOGY DOESN'T BUILD RELATIONSHIPS— YOU DO!



There's no doubt that technology plays a major role in all essential aspects of fundraising, but technology alone doesn't build relationships or yield desired revenue results.

Join Anthony R. Alonso, President of Catapult Fundraising, to learn how to use technology to enhance your solicitation process, properly steward your donors, and stay connected with your base at all times. This presentation will focus on different generations from baby boomers to gen z and how to best appeal to these groups with the use of technology.

Excellent,  
entertaining  
presentation with  
good information that  
we might not think of  
often!

Recently presented for:  
2022 AFP Bluegrass Chapter,  
2020 Central Valley Fundraising  
Conference

## WHAT OUR ATTENDEES SAID

# DEBUNKING TELEFUNDRAISING MYTHS & HOW TO EFFECTIVELY USE PHONING TODAY



Join Anthony R. Alonso, President of Catapult Fundraising, for a session that will debunk today's telefundraising myths and discuss how telephone outreach is still the most effective form of fundraising, after face-to-face visits. Combination mail/phone programs, if done correctly, will upgrade donors, bring lapsed donors back on board, and acquire non-donors at a low cost per dollar.

This session will look at current statistics and trends in fundraising and how telefundraising can be incorporated to enhance your organization's current efforts.

“Thank you! There was a lot of great information and new ideas to implement immediately! Much appreciated, Anthony!”

Recently presented for 2021 Association of Lutheran Development Executives Webinar Series, AFP Memphis, AFP Central Virginia, 2020 CASE District III Conference, 2020 Association of Lutheran Development Executives IGNITE Conference.

# MID-LEVEL DONORS: KEY STRATEGIES IN STEWARDING, ENGAGING, SOLICITING AND UPGRADING



Join Shannon Brennan, Vice President of Client Development, for an in-depth discussion on fundraising best practices for your mid-level donors.

Shannon will discuss strategies and fundraising methodologies on how to best engage these prospects and move them up the giving pyramid.

Shannon will review case studies that clearly depict how isolating mid-level donors and reinforcing their importance as a pipeline for future major gifts results in an increase in all relevant key performance indicators (pledge rate, average gift and fulfillment rate).

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## BRAND NEW PRESENTATION FOR 2022!

# ALL YOU NEED TO KNOW ABOUT LAPSED DONOR REACTIVATION!



It's no surprise that utilizing a multi-channel outreach strategy is key to re-engaging your lapsed donor pool, but did you know, incorporating a phone program dramatically increases fundraising revenue across ALL channels?

Join Shannon Brennan, VP of Client Development at Catapult Fundraising, for case studies and analysis on various methods of fundraising outreach and the impact they have on lapsed donor reactivation and upgraded levels of giving.

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## BRAND NEW PRESENTATION FOR 2022!



# **SECTION IV: PLANNED GIVING PRESENTATION TOPICS**

For a list of upcoming  
events, visit our website  
at [www.catapultfr.com](http://www.catapultfr.com)

# GROWING YOUR LEGACY SOCIETY - WHY AREN'T WE ASKING?



Join Anthony R. Alonso, President of Catapult Fundraising, for this free, 60-minute presentation on soliciting planned gifts. Learn how to identify your best planned giving prospects, solicit potential donors, and close the gift over the phone. Explore methods for how to make the ask using the mass communication instruments of mail, e-mail and telephone solicitation. This webinar will also provide strategy on the selection of donors for a planned giving direct marketing campaign.

“

This is probably the MOST USEFUL workshop I have ever attended...and I've attended a LOT of them!

Recently presented for 2021 AFP ICON, the 2021 AFP Planet Philanthropy Conference, AFP OH, Mahoning-Shenango, AFP FL First Coast, AFP Northwest Indiana, AFP New Jersey, Planned Giving Council of Greater Philadelphia, the 2021 Catapult Webinar Series, the 2020 AFP San Antonio Conference, the 2020 DonorSearch Unbound Conference, AFP California Capital Chapter, and the 2020 Association of Lutheran Development Executives IGNITE Conference.



# ESTABLISH, GROW OR REIGNITE PLANNED GIVING IN YOUR ORGANIZATION



Who are our best planned giving prospects?

Why should we focus on planned giving when we need cash in the door now?

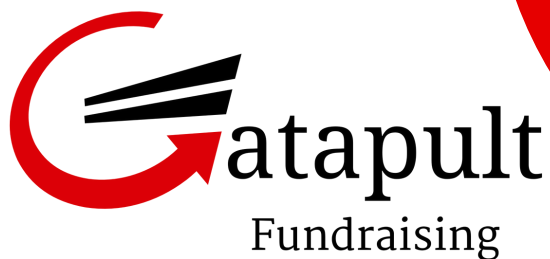
Where do we even start when developing a planned giving program?

These are all questions that Jeff Grandy, M.Ed, Vice President of Client Development at Catapult Fundraising, will answer in this presentation.

Planned gifts ensure the future of your organization, so develop a thriving program TODAY that will lead to your organization's prosperity tomorrow.

“Excellent speaker with very clear and helpful points! This presentation was great for all development professionals – excellent content and delivery.”

Recently presented for the AFP Piedmont Chapter, AFP Coastal Bend Chapter, Catapult Fundraising Webinar Series, AFP Shenandoah Chapter, AFP FL, First Coast Chapter, AFP Eastern PA.



# **SECTION IV: GOVERNANCE PRESENTATION TOPICS**

For a list of upcoming  
events, visit our website  
at [www.catapultfr.com](http://www.catapultfr.com)

# MAKING THE MOST OF YOUR BOARD OF DIRECTORS



This presentation is jam packed with information you'll NEED to revitalize your board! You'll learn five key tips to implement for immediate results!

Topics discussed will include:

- Evaluating Your Board
- Getting the Board Chair to Take Control
- Just How Much Should You Tell Your Board?
- Recruiting the Right People for Your Board

Walk away with a Board Metrics Score Card & Clearly Defined Board Roles and Responsibilities.

With extensive experience partnering with organizations on board development across the country, Paul will walk you through making the most of your Board of Directors!



Paul delivers solid, practical content in a fun and engaging way!

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Recently presented for AFP Desert Communities, the 2021 Christian Leadership Alliance Outcomes Conference, and the 2021 Catapult Fundraising Webinar Series.



# SECTION V: MEET THE SPEAKERS

For a list of upcoming  
events, visit our website  
at [www.catapultfr.com](http://www.catapultfr.com)

# DIANE M. CARLSON, CHAIRMAN



Diane is natural born leader and entrepreneur with over several decades of fundraising and nonprofit consulting experience. Diane's leadership has resulted in partnering with clients to raise several billion dollars.

Diane is sought after for her creative solutions to fundraising challenges, nonprofit strategic direction, ethical fundraising practices, and ability to lead our clients to success.

Prior to co-founding Catapult Fundraising, Diane served as the Chairman of IDC and Founder of 1-2-1 Philanthropic Solutions. She is one of a few people who have received awards from two AFP chapters, AFP New Jersey and AFP Las Vegas, for her fundraising achievement. Diane is past president of the AFP New Jersey Chapter, past board member of the AFP Global Board and Foundation Board, and the first female Chair of the American Association of Fundraising Counsel (now known at The Giving Institute).

# ANTHONY R. ALONSO, PRESIDENT



Anthony is one of the nation's leading fundraising consultants with over three decades of expertise in direct marketing and telefundraising. Anthony's out-of-the-box thinking, visionary style, and passion for success has led him to raise close to a billion dollars for his clients over the last ten years.

Prior to co-founding Catapult Fundraising, Anthony served as the Founder and President of Advantage Plus Consulting for over 20 years. He is a recipient of the AFP New Jersey Award for Consulting Excellence and has served on the boards of AFP New Jersey, The Giving Institute, Giving USA, the AFP Foundation for Philanthropy, and was a founding member of the AFP Industry Partners Council. He currently serves as president of the AFP Las Vegas Chapter.

# PAUL A. DUNNE, CFRE, EXECUTIVE VICE PRESIDENT



Paul is a well-known and respected thought leader in our industry. His passion, drive, and expert knowledge allow him to provide counsel to organizations across a variety of non-profit sectors. His expertise in the areas of capacity building with a focus on expanding revenue, strengthening fundraising infrastructure, increasing staff capacities, and board development have been invaluable to his client partners.

Prior to joining the Catapult team, Paul was the founder of thinkpadsolutions and held executive leadership roles for Howard Payne University, the Denver Rescue Mission, and North Hawaii Community Hospital.

Paul currently serves on the AFP International Foundation Board, as president of the AFP Greater Dallas chapter, and spent 7 years serving on the AFP Board. Paul was the proud recipient of the AFP Colorado Chapter Outstanding Fundraiser award.

# SHANNON BRENNAN, VICE PRESIDENT OF BUSINESS DEVELOPMENT



With more than 20 years of management and executive leadership experience, Shannon Brennan serves Catapult as Vice President of Client Development.

Shannon has a demonstrated history working in the non-profit fundraising industry in a variety of roles including operations, sales, and finance, with an emphasis on team leadership, strategic planning, operational management and process improvements. Shannon's keen ability to identify challenges and quickly develop solutions has been instrumental in her success at managing client programs and business operations.

Shannon earned her Bachelor of Science degree from Arkansas State University.



# JEFF J. GRANDY, VICE PRESIDENT OF CLIENT DEVELOPMENT



Jeff Grandy, Associate Vice President of Catapult Fundraising, Inc., has over 10 years of non-profit leadership experience. Jeff has hands-on experience in major gifts, planned giving, sponsorship, annual fund development, board governance, and donor stewardship. Jeff currently leads the Catapult team across the Greater Gulf Coast.

Prior to joining Catapult, Jeff held leadership positions at Vegas PBS, University of Nevada, Las Vegas, and St. Jude's Ranch for Children. He is currently an Instructor with the University of Nevada, Las Vegas Non-Profit Management and Fundraising Certificate programs teaching Donor Relations, Crafting Development Plans, and Introduction to Gift Planning. He is also a Fundraising Operations Mentor for the Center of Philanthropy and Non-Profit Leadership at Rice University. Additionally, Jeff serves as Programs Chair for the AFP Las Vegas chapter.

# MICHAEL BLIMES, VICE PRESIDENT OF CLIENT DEVELOPMENT



Michael has five decades of fundraising background with extensive experience with capital campaigns, endowment campaigns, major gift initiatives, planned giving, annual giving, and board development.

Throughout his impressive career, Michael worked for countless nonprofit organizations including The Ohio State University, University of Minnesota Foundation, New York Philharmonic, Nevada Museum of Art (Reno), Colorado Neurological Institute, Phoenix Symphony Orchestra, American Humane Association, Colorado Community College System Foundation, Jewish Family & Children's Services of Southern AZ, and Colorado State University to name a few. Michael was the Founder and CEO of The MIDAS Consulting Group, LLC.

Michael is a current board member of the Las Vegas Business Academy, and a past board member of the Association of Fundraising Professionals (AFP) Las Vegas, Southern Arizona, and Roaring Fork Valley chapters. He also served as President of the AFP Colorado Chapter.