

The monthly
publication of the
Development
Executives
Network

DEN Update



this issue

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The Role of the Executive Director in Fundraising

Meet two Executive Director's who have an active role in their agency's fundraising programs. Learn about their role in stewardship and cultivation and how they manage a successful relationship with development staff and board members.

Siobhan Greene is the Executive Director for CASA of Monterey County. Originally serving as the agency's Development Director, she has been with CASA since 2002. Through CASA Siobhan is able to integrate her extensive development and marketing background; her years of clinical experience in Mental Health services; and her training as a mediator. She and her husband Joe live in Carmel and are the parents of two children. Siobhan is a member of the Carmel-by-the-Sea Rotary; is a board member for California CASA Association; serves on the CASP committee, and is the Vice-Chair for the Juvenile Justice Commission for Monterey County. Siobhan is part of the local implementation team for the Blue Ribbon Commission on Children in Foster Care and the planning team to engage Monterey County foster youth in the Phase II implementation of the California Permanency for Youth Project. Siobhan is an active member of AFP Monterey Bay (Association of Fundraising Professionals) and on the planning committee for National Philanthropy Day.

Gary Tiscornia is the Executive Director of the Society for the Prevention of Cruelty to Animals (SPCA) for Monterey County. He is a Certified Animal Welfare Administrator and lawyer who has been active in the Animal Protection field for thirty years. He joined the SPCA of Monterey County in 2000 after serving as the Executive Director of the Michigan Humane Society for 11 years. He is a past president of the Society of Animal Welfare Administrators and currently serves on that organization's Certification Committee. He also serves on the Strategic Planning Committee of the National Federation of Humane Societies. A love of animals is a prerequisite for his position and is also an occupational hazard. He and his family count six dogs, three cats, and two horses as family members.

Friday, February 19, 2010

Noon

Tarpy's Roadhouse, Monterey

\$25 Members/\$35 Non-Members. Space is limited!
for more info contact Lauren Cohen at Lauren@MyMuseum.org
(831) 649-6444x203



Mission

The mission of the Development Executives Network is to provide useful, high quality programs and training, build a sense of community among local nonprofits and provide members and guests with the opportunity to network with each other.

Contact:

Have an item you would like to include in a future DEN newsletter? Please email employment opportunities, professional development, photos, etc. to Stacy Dubuc at sdubuc@spcamc.org by April 1st .

Professional Development

Board Seminar: Secrets of Successful Board Members

Tuesday, April 20th 5:30 PM – 8:30 PM, \$40

(\$10 discount for additional registrations from same organization)

Shoreline Conference Center, 3rd Avenue and Imjin Parkway, Marina

Those interested in joining a nonprofit Board of Directors, as well as existing board members who want to strengthen their skills, will learn the key strategic roles and responsibilities involved. "Secrets" will be shared regarding the purpose of nonprofit boards, board/staff relations, use of committees, and best practices for nonprofit boards. LeaderLink then offers help to participants who seek an opening on a board matching with their interests and skills. LeaderLink is a county-wide collaboration between the Community Foundation for Monterey County, Leadership Monterey Peninsula, Leadership Salinas Valley and the Volunteer Center of United Way Monterey County.

Presented by Grace Hammond. Grace, principal of E.G. Hammond Consulting, has over twenty years experience as a consultant to nonprofit organizations, specializing in organizational and fund development, strategic planning, and boards of directors. Her training experience ranges from being a workshop presenter for Community Foundations and CompassPoint Nonprofit Services, faculty member for San Jose State University's Nonprofit Management Program and a guest lecturer at Tokyo University's Graduate School.

Register: <http://www.cfmco.org/index.cfm/id/251/>



Renew your DEN membership for 2010!

http://developmentexecutivesnetwork.org/den_membership_10.pdf

12 Ingredients of Effective Presentations

By: Suzanne Beahan

1. Have an objective.

- This is most important element. What is the purpose of the presentation? Why? Why me?
- What do I want the audience to walk away with or do?

2. Know your audience

- Tailor your presentation to your audience, their education, background, experience, needs, interests, size, etc.
- Know your supporters and hesitators
- Before – call, get to know, look at roster. During – Watch during your talk, talk to people as they come in. After – talk to members after your presentation, do Q&A.

3. WIIFM: Prepare to Persuade

- Can't do this without completing #2. Must appeal to the self interests of audience members...not enough to do it for the company's interest.
- Have a fallback position that you're willing to accept if don't get all you want.
- Push-Scare about problem, Pull-Attract audience, show how your plan benefits them personally. How—how to make it happen.

4. Organize

- Provide written agenda
- Verbally overview agenda --these things help the audience have a sense of control and helps to justify time management
- KISS – keep it short and simple...no more than 3-5 points
- Tell them what you're going to tell them, Tell them, Tell them what you told them.

5. Use Visual Aids

- 3 benefits: create interest, enhance memory, clarify message. If visual doesn't do these things, lose it.
- Picture is worth 1000 words
- We learn twice as much with a visual than without.
- KISS not too much detail, large and legible, avoid sloppy work and poor spelling—shows the quality of your work. Ask someone to review.

6. Rehearse

- Do the full blown presentation like you plan to, time it out, have an audience, include Q&A.
- Ask others to review so work is professional.

7. Count on the Unexpected

- Take nothing for granted. Come early, check room, equipment, supplies
- Carry materials with you that are essential
- Have backup plan, eg. Projector not working, have handouts too.
- If you're time is cut, be prepared with a contingency. What can you cut and still be effective?
- Don't blame others; makes you look bad.
- Have plan B and embrace it when plan A isn't working.

8. Manage Time

- Don'ts: give audience times for things, look at your watch.
- Do's: Start w/most important 1st if have to cut something should be a lesser point.
- Be flexible
- Tie all points to your objective
- Leave time for Q&A
- A professional does his/her homework

9. Prove It

- Have details, facts to support claims, pushes and pulls.
- Show problem with numbers and examples
- Back up benefits with facts showing how it's worked before, will work, etc.
- Be prepared to answer any and all questions about your plan.

10. Amplify Enthusiasm

- Break barrier—move away from podium, elicit responses from audience
- Use of self- extemporaneous & enthusiastic.
- AMP: Appearance, Movement, Personality

11. Encourage questions

- Speaker's dessert. When you hear what audience thinks, what they don't understand, etc.
- Your knowledge is why you're presenting, don't be afraid of Q&A.
- Never lie, admit ignorance if you don't know something.
- Rehearse questions and answers. Think about what they may ask and think through some responses.
- Be real: When you ask for questions, turn off your equipment, stop what you're doing and focus on audience.
- Always check after you answer a question to see if you did, "Did that answer your question?"

12. Call for Action

- Shortcoming of many presentations: failure to tell the audience what you want them to do.
- This is in addition to your summary at the end. What is audience supposed to do or think now?
- Follow up. What do you do after your presentation to make sure you achieve your objective.



Please note the change in price for our monthly luncheon. The prior price was no longer covering the group luncheon fee so a small increase is necessary. As always, we will continue to offer meaningful and affordable programs to our members. Thank you for your continued support and membership.