



Vision, Accountability & Impact

# The Business of Fundraising

16th Annual Midwest Conference on Philanthropy

Tuesday, November 1, 2011 Marriott Chicago Downtown Magnificent Mile

## Opening Keynote



### ***The End of Fundraising?***

Noted consultant and author **Jason Saul** will give the morning keynote address, speaking about his new book, "The End of Fundraising: Raising More Money by Selling Your Impact." Drawing on Chicago-based case studies, Jason's talk will focus on how to thrive in today's hyper-competitive market when demonstrating mission outcomes is more important than ever.

In today's social capital market, just doing good isn't good enough. A new set of stakeholders has emerged and next generation donors, foundations and government agencies are making decisions based on results, not just efforts. In short, it's not just about who you know; it's about the outcomes you can deliver. This session will empower you to move beyond psychic benefits and create real leverage in your fundraising efforts. This session will give executive directors and development professionals a new set of concepts and tools that blend impact measurement with fundraising and position your organization to connect with donors on a whole new level. The session will include case examples of organizations that have used their results to raise more money and will give participants the practical tools necessary to measure, market and sell your impact to funders and other key stakeholders.

**Jason A. Saul** is one of the nation's leading experts on measuring social impact. He is the founder and CEO of Mission Measurement LLC, a strategy consulting firm that helps corporations, nonprofits and public sector clients to measure and improve their social impact. He has advised some of the world's largest corporations, government agencies and nonprofits, including: Walmart, Starbucks, McDonald's, Kraft Foods, Levi Strauss & Co., Easter Seals, American Red Cross, the Smithsonian and the U.S. Agency for International Development. Prior to founding Mission Measurement, Jason practiced as a public finance attorney at Mayer Brown LLP in Chicago.

Jason serves on the faculty of Northwestern's Kellogg School of Management, where he teaches corporate social responsibility and nonprofit management. He also serves on the faculty of Boston College's Center for Corporate Citizenship. Jason is the founder of the Center for What Works, a national nonprofit focused on benchmarking and performance measurement. He

is the author of numerous books and articles on social strategy and measurement, including: *Benchmarking for Nonprofits: How to Manage, Measure and Improve Performance* (Fieldstone Press 2006); *Social Innovation, Inc.: Five Strategies to Drive Business Value through Social Change* (Jossey-Bass, October 2010); and *The End of Fundraising: How to Raise More by Selling Your Impact* (Jossey-Bass, March 2011).

Jason was awarded the Harry S. Truman Scholarship for leadership and public service and was selected as a Leadership Greater Chicago fellow. In 2008, Jason was recognized as one of Crain's Chicago Business "40 under 40" business leaders, and in 2010, he was named by Businessweek Magazine as one of the Nation's 25 Most Promising Social Entrepreneurs. Jason holds a J.D. from the University of Virginia School of Law, an M.P.P. from Harvard University's John F. Kennedy School of Government, and a B.A. in Government and French Literature from Cornell University.