



# DEVELOPMENT DAY

September 20, 2019  
Radisson Blu Aqua

## CHICAGO

### **MASTERING THE ART OF ASK AMOUNTS: LEARN THE SECRET FORMULA FOR SEGMENTING YOUR LIST, NAILING ASK AMOUNTS AND GROWING YOUR ANNUAL FUND YEAR OVER YEAR**

Many fundraisers struggle at the end of the year - doing their best to get an annual appeal out the door! But too often we are trading expediency for effectiveness. While fundraising can be both an art and a science, implementing a strategic process and approach for your annual fund can reap substantial financial rewards. This session will teach the overall strategy and tactics to increase the effectiveness of your annual fund approach, follow-up with actual results from two different organizations who have used this system.

#### **LEARNING OUTCOMES:**

By the end of this session, participants will:

- Understand how to segment their donor base according to historical giving patterns
- Use data to identify the five different types of donors, and how to motivate each to renew or increase their gift to the Annual Fund
- Learn how two organization implemented this system and what results they had
- Understand the time and resources needed to implement an effective annual fund strategy

#### **SPEAKERS:**

**Beth Lye, Senior Manager of Donor Relations, Cara Chicago**  
**Carolyn Nopar, CEO, Chicago Fundraising Accelerator**  
**Lindsey Travers, Walk Manager, Alzheimer's Association**



#### **Beth Lye, Senior Manager of Donor Relations, Cara Chicago**

Beth Lye loves to help people experience the joy of giving. She has been working in development for over 15 years, all in human service organizations. Beth currently serves at La Rabida Children's Hospital, but previously served at Cara where she increased individual giving revenue to over \$1.1 million annually. She also started a planned giving program and raised a leadership gift that created the organization's first endowed fund. Before joining Cara, Beth managed the volunteer program at WINGS, which won "Volunteer Program of the Year" by Hands On Suburban Chicago. Beth received her MEd at DePaul University. Originally from Colorado, she now lives in Logan Square with her husband and daughter. When not working to save the world, she enjoys cooking and running on the Bloomingdale Trail.



**Carolyn Nopar,CFRE, CEO, Chicago Fundraising Accelerator**

Carolyn Nopar, CEO, Chicago Fundraising Accelerator, which she founded in 2018. Previously Ms. Nopar served as head of development for YWCA Metropolitan Chicago and Family Focus. She also served as Executive Director for the Enterprising Kitchen. She has an MBA from Northwestern and is a CFRE.



**Lindsey Travers, Walk Manager, Alzheimer's Association**

Lindsey Travers, is currently the Walk Manager at Alzheimer's Association. Previously, she worked for WorldChicago where she was the Marketing and Development Manager heading up their communication and development efforts. Ms. Travers' background includes global events management and marketing in Estonia and D.C. She has a BA from Illinois and a certificate of Nonprofit Management from UIC.