



DEVELOPMENT DAY CHICAGO

Friday, September 14, 2018
Renaissance Chicago Downtown



A TALE OF TWO FUNDRAISERS: WINNING THE WAR FOR TALENT

Many of today's new fundraisers are questioning whether what they're inheriting is best practice or simply what made the most sense at the time. Combine their skepticism with the advantages of timing and perception and you have a new generation of fundraising professionals who will have distinctively different careers than those who preceded them. These aspiring young professionals represent an extraordinary opportunity for small shops and those organizations that are struggling to achieve their fundraising goals.

In this session, participants will discuss the following:

- The four early-career advantages of today's fundraising professionals
- The characteristics of a mature fundraising operation
- The relationship between pattern recognition and mastery
- The two modes of thinking and their effect on charitable giving

PRESENTER:

Jason E. Lewis, CFRE & AFP Master Trainer, Author *The War for Fundraising Talent and Managing Partner*, Lewis Fundraising



Jason Lewis, CFRE & AFP Master Trainer, provides the sector with an often-needed contrarian voice, willing to question deeply engrained beliefs and assumptions of how effective fundraising really works. Whether writing or speaking, Jason challenges the prevailing wisdom about effective fundraising practices, hiring decisions, and donor behavior. Jason is the Founder of Lewis Fundraising and Managing Partner of BetterSchools LLC. In the last two decades, Jason has raised millions of dollars for a variety of non-profit organizations throughout the United States. Jason has been certified and recertified as a Certified Fundraising Executive (CFRE) and recognized as a member of the Association of Fundraising Professionals' Master Trainers. Jason earned his MS in Nonprofit Management at Eastern University in 2010 and in 2014 graduated from the College of Executive Coaching.