



## DEVELOPMENT DAY CHICAGO

Friday, September 14, 2018  
Renaissance Chicago Downtown



### DITCH THE PITCH! HOW TO ENGAGE DONORS IN CONVERSATIONS THAT MATTER ... AND PRODUCE RESULTS

Donors have many priorities, limited time, and finite funds. What's the best way to engage their attention, connect with their emotions and earn their contributions? Ditch the Pitch!

In this session, Steve Yastrow will describe how to tear up your fundraising script and create unique conversations that matter with donors. You'll learn techniques that will help you personalize donor conversations, creating the right conversation for each donor.

By the end of this session, participants will:

- Understand why it is important to create unique conversations for each donor
- Learn the six Ditch the Pitch Habits that lead to conversations that matter with donors
- Have guidance on how to practice the Ditch the Pitch Habits
- Be confident that they can effectively improvise conversations with donors
- Be on the road to improved fundraising performance!

#### PRESENTER:

**Steve Yastrow**, Founder and Author, Yastrow & Company



**Steve Yastrow** is the author of three books, *Ditch the Pitch*, *We: The Ideal Customer Relationship and Brand Harmony*. Management guru Tom Peters said, "When Steve Yastrow writes, I pay close attention." Peters called *Brand Harmony* "compelling and powerful," and *We* "a superb book."

Steve's passion is creating revolutionary marketing systems that yield major results. As a consultant, speaker and writer, he challenges his clients, audiences and readers to reinvent the way they look at marketing and sales, offering clear action steps to improve business performance through stronger customer relationships. The concepts behind Steve's ideas were developed in the "real world" through his work as president of Yastrow and Company, a Chicago-based consulting firm

Steve's clients include McDonald's Corporation, the Cayman Islands Department of Tourism and Great Clips for Hair, among many others. Steve has worked with several non-profits including The United Methodist Church (global), The Schusterman Family Foundation, Birthright NEXT, The ROI Community, Jewish United Fund of Chicago, Jewish Federations of North America, The Jewish Federation of Greater Los Angeles, Milwaukee Jewish Federation, Phoenix Jewish Community Foundation, JCC Chicago, Camp Ramah in Wisconsin, The Union for Reform Judaism, The Community Foundation for Jewish Education, RAVSAK, The Ark, The American Conference of Cantors and The National Association of Temple Administrators.

Steve was previously vice president of resort marketing for Hyatt Hotels & Resorts. He earned an MBA from the J.L. Kellogg School of Management at Northwestern University, and a B.A. from Indiana University. Home is Deerfield, IL, where Steve and his wife Arna raised three kids, Nurit, Levi and Noah. Steve and Levi play in a band, Shakshuka.