50 Asks in 50 Weeks: How to Jumpstart Your Small Development Office

50 Asks in 50 Weeks is a "back to the basics" concept for executive directors and development directors who want to raise more money for their organizations. It specifically targets non-profit organizations with small development offices (0-3 paid staff members,) and provides clear steps on how to create a simple plan for raising more money. Most development directors are so busy doing day to day tasks of fundraising, including writing thank you notes, grant reports and newsletters; managing databases; creating budgets; and more, they don't have time or forget the most important thing – asking! This session will help participants create a development plan which ensures a diverse funding stream, a system for asking for gifts in smarter, more efficient ways, and ensuring they ask for gifts all year long. Brief discussions on event planning, grant writing, individual solicitations, and direct mail will be included.

Target Audience

Entry Level and Mid Level

About the Presenter

Amy M. Eisenstein, MPA, CFRE is the Principal and Owner of Tri Point Resources, a full service consulting firm for non-profit organizations and foundations. Before creating Tri Point Resources, Amy served for more than ten years in the non-profit sector as a director of development in large and small non-profit organizations, including the New Jersey Institute for Social Justice, the Associate Alumnae of Douglass College at Rutgers University, and Shelter Our Sisters, a battered women's shelter. For these organizations, she raised millions of dollars through event planning, grant writing, capital campaigns, direct mail, and major and planned gifts. Amy currently serves on the board of the Association of Fundraising Professionals – New Jersey Chapter. She received her Master's Degree in Public Administration and Non-Profit Management from the Wagner Graduate School at NYU and her Bachelor's Degree from Douglass College at Rutgers University.