



# MENDOZA COLLEGE OF BUSINESS

**Nonprofit Certificate Education**

## Revamping your Development Plan

June 12-13, 2017

The Capital Hilton  
1001 16th Street NW  
Washington, DC 20036



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### Revamping your Development Plan

All sessions will be held in the Senate Room

Monday, June 12, 2017

8:00 – 9:00 AM | Registration and Breakfast located in the Statler AB room

9:00 AM – 12:00 PM | Understanding the Role of Strategic Planning in Your Revenue Generation Efforts

**Presenter:** Mark Germano, Creating Solutions

Strategic planning is your best tool to generate sustainable revenue for your organization. This session is intended to help you understand the elements of a successful strategic plan, and how it relates to your revenue generation efforts. Additionally, this session will be focused on practical steps you can take to insure that you can either initiate a strategic planning process, or understand and successfully implement your strategic plan into your revenue generation plan.

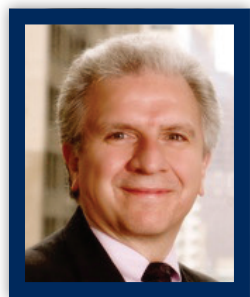
10:30 – 10:45 AM | Break

12:00 – 1:00 PM | Lunch located in the Statler AB room

1:00 – 4:00 PM | Trends in Corporate Sponsorship

Since the devastating market crash of 2009/10, the American economy has come roaring back, and is now operating at record levels. Additionally, unemployment, real estate sales, and practically every other economic indicator demonstrate that our economy is strong, vibrant and growing. This session is intended to help participants understand what the current trends are in corporate sponsorship and what the future may hold for all of us.

2:30 – 2:45 PM | Break



**Mark Germano** is a seasoned nonprofit executive with more than 30 years of experience, both in working for nonprofit organizations as well as consulting in the industry. He has raised more than \$650,000,000 in his career, and he consistently builds strong donor relationships with high networth individuals, corporate and civic leaders. He has been an innovator in the nonprofit industry by introducing such things as online giving, implementing program outcome measurements into the development efforts and building effective strategies to work with a wide range of donors. Mark has held leadership roles at the local, regional, state and national levels in a variety of organizations, including social services, education, faith-based and voluntary health organizations.



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**Tuesday, June 13, 2017**

**8:00 – 9:00 AM | Breakfast located in the Statler AB room**

**9:00 AM – 4:00 PM | Building a Revenue Plan that is Sustainable**

This day will help participants understand the building blocks to build and implement a successful revenue plan. Additionally, this session is designed to help participants understand how to move their transactional membership sponsors to transformational partners. Understanding how to move from a transaction-based organization to a transformational focused strategic partner is a challenge for any membership-based organization. This session will help the participants understand what is needed to move their organization toward that transformational partner.

**10:30 – 10:45 AM | Break**

**12:00 – 1:00 PM | Lunch located in the Statler AB room**

**2:30 – 2:45 PM | Break**



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