

Susan Kahan

Expert Nonprofit Fundraising Consultant, Coach and Speaker

With more than a decade working in the nonprofit sector, Susan is passionate about the power of philanthropy and helping organizations meet and exceed their goals to fulfill their missions. Based in Chicago, Susan is an expert at nonprofit management and fundraising from individual donors, which represent the vast majority of charitable giving in the United States. Susan is a dynamic speaker, who is highly sought after to speak to nonprofit boards, fundraising trainings and conferences.



Signature Talks

Maximize Your Impact: How to Make a Double Ask of Annual and Legacy Gifts

As you take a look at your major donors, what is their average age? 60? 70? 80? If you're thinking about your aging donors, you're probably thinking about legacy giving. However, you still have annual revenue needs. This workshop is perfect if you are directly responsible for raising money from individuals through personal solicitations and you're looking to maximize your time when speaking to your most important supporters, while ensuring your nonprofit is financially strong for generations to come.

Here are 3 audience takeaways:

- Develop personalized talking points about your nonprofit as it relates to asking your donors for an annual and legacy gift
- Examine the basic planned giving vehicles and how to prepare for a donor meeting
- Practice how to make a double ask for the great wealth transfer with planned giving marketing and stewarding techniques

Fiscal Year Finale: Strategic Fundraising Tactics Beyond the Giving Season

Does your nonprofit have a fiscal year that doesn't end on December 31st (like June 30th or September 30th)? Do your donors know this, let alone care? How can you bring in the necessary funds from individuals for your charitable organization when we're not in the "giving season"? This presentation is perfect if you're looking to engage your donors and encourage them to make their commitments before your fiscal year ends.

Here are 3 audience takeaways:

- Learn multiple actionable tactics that are specific for this unique timing
- Strengthen your confidence when speaking with your donors about their giving
- Develop sustainable processes and plan for talking to your donors about giving all-year

Other Speaking Topics

- How to Navigate the Start of a Capital Campaign
- How to Start a Major Gifts Program
- Getting Your Nonprofit Board on Board
- Planned Giving - Where to Begin?
- Depleted Development Staff: What To Do?
- Fundraising 101

Book Susan to Speak



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