

FOCUS 20/20: Your Theatre, Your Town 33rd Annual Conference and Theatre Tour Cleveland, Ohio July 15-18, 2009



Last updated 2/18/2009; Subject to change.

1½ DAY PRE-CONFERENCE SEMINAR

Capital Campaigns in Tough Times – A Real Life Case Study of Great Lakes Theater Festival’s Renovation of the Hanna Theatre!

- Optional, pre-conference seminar with additional registration fee
- Level: Intermediate through advanced; limited to 35 attendees
- **Tuesday, July 14, 2009, 8:30 AM – 5:00 PM; Wednesday, July 15, 8:30–11:30 AM**
- Wyndham Hotel at Playhouse Square

Designed for staff and board members of historic theaters in search of capital dollars, this 1-1/2 day seminar focuses on strengthening your fundraising skills and effectiveness in these challenging times through practical and helpful techniques based on a real life case study of fundraising challenges and success. We encourage teams of key volunteers/board and staff to attend this seminar together. *(Additional 20% discount per person available to member teams of three or more registering at the same time.)*

Topics include:

- Basics of fundraising success: case, confidence, constituency, leadership, and organizational fundraising capacity. Cultivating new relationships and deepening the commitment of current donors.
- Capital campaign and construction timelines, components, and sequence.
- Leadership campaign: Developing donor and leadership interest through “details” and “involvement” – retreats, strategic planning, facilities master planning, feasibility studies, prospect research, and business/financial planning.
- Identifying, recruiting, and motivating the campaign leaders.
- Combining your capital, endowment, and other organizational “needs” and creating a compelling case – packaging the dream so others can buy into it!
- “Gracious” fundraising and campaign materials.
- Creating a “culture of fundraising” – dynamic fundraising roles of the chief executive, board, other key volunteer leaders, fundraising staff, and all staff and volunteers – to build credibility and confidence for a successful campaign.
- Motivating board members to give and fundraise.
- Example of successful board/former board campaign.
- What does an active volunteer leader expect from staff and vice versa? Examples of moving from passive to active board involvement.
- Thanking donors and encouraging them to give more.
- Attracting foundation, corporate, and government support.
- Overcoming call reluctance and making effective calls face-to-face. Planning the call, making the case, requesting the funds, and saying thank you.
- Launching the public phase of the campaign, attracting new donors, and broadening your base of support.
- Setting priorities to strengthen your fundraising
 - in these tough times – an interactive learning
 - experience about “setting priorities” and
 - “fundraising.”

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SEMINAR PRESENTERS:

Halsey and Alice North, jointly head The North Group Inc., a NYC-based consulting firm assisting historic theaters across the country with fundraising, capital campaigns, feasibility studies, strategic planning, and board development. Recent and current capital campaign clients include: Great Lakes Theater Festival in Cleveland, OH; Ruth Eckerd Hall in Clearwater, Tampa Theatre in Tampa, and Broward Center for the Performing Arts in Ft. Lauderdale, FL; ArtsQuest/SteelStax in Bethlehem, PA; and Hudson Opera House in Hudson, NY.

Bob Taylor, Executive Director, Great Lakes Theater Festival

In addition to directing the design and construction phases of the Hanna project, Bob manages the finance, development, human resources, planning, and general administration of GLTF. Bob has an MBA from the Weatherhead School of Management at Case Western Reserve University and an undergraduate degree from Aquinas College in Grand Rapids, Michigan. He is a fellow of the 2004 Executive Program for Non-Profit Leaders in the Arts, a program co-sponsored by National Arts Strategies and Stanford Graduate School of Business. Bob has served as mentor to graduate students from Case Western Reserve University's Mandel School of Non-Profit Management and regularly is asked to speak on career opportunities in theater management.

Heather Sherwin, Director of Development, Great Lakes Theater Festival

Heather is stewarding GLTF's \$19,200,000 campaign to renovate the historic Hanna Theatre. Her seventeen years of fundraising experience include positions with the Cleveland Museum of Art, American Red Cross, Hawken School, and The Masters School in Dobbs Ferry, NY. Additionally, Heather is a Trustee of the Cleveland Arts Prize, a founding partner of Cleveland Social Venture Partners and Vice President of The Sherwick Fund, a family foundation. Heather has a B.A. in philosophy from Boston University.

Janet Neary, Life Trustee, Great Lakes Theater Festival, and ex-officio member, Board Executive Committee; and Campaign Volunteer Leader, Great Lakes Theater Festival's *Re-Imagine a Classic: A New Home at the Hanna Theatre*.