



FOR IMMEDIATE RELEASE

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Brown to lead donor-centered fundraising workshop on Jan. 29

Nonprofit expert Cathy Brown will host “Donor-Centered Proposals and Presentation” workshop on Wednesday, Jan. 29, at Pensacola State College.

A Pensacola resident, Brown is the associate director of education at The Fund Raising School in the Lilly Family School of Philanthropy at Indiana University.

Set for 8 a.m.-4 p.m. in the Nonprofit Center For Excellence and Philanthropy, Bldg. 17, Room 1703, on the Pensacola campus, tickets are \$75 per registered attendee for the workshop. Doors open at 7:30 a.m. and seating is limited. For tickets, visit <http://foundation.pensacolastate.edu/nonprofit-center/>.

Workshop topics include:

- Donor centricity: What is it?
- How can you test your communication?
- Can you quantify how donors are vital to your mission’s success?
- Putting the donor at the center – of communications, stories and thank-you notes
- Quantifying your organizational effectiveness and efficiency in a way that allows donors to own the success
- What research tells us about how donors feel about fundraising, and
- Components that matter in the fundraising relationship.

Brown currently serves as lead practitioner faculty for many of The Fund Raising School 's face-to-face professional development courses as well as online courses. She joined The Fund Raising School first in a curriculum design capacity, updating course materials, implementing adult learning strategies into course design, and creating new faculty guides and instructional tools.

She has more than 15 years' experience running small nonprofits and quasi-government agencies, as well as board and volunteer experience in a wide range of subsectors. She also has career experience in K-12 education and college-level curriculum design, college access, grant proposal writing and grant management, solid waste and recycling program management, newspaper writing, and classroom instruction ranging from elementary school through college.

Brown earned a master's degree in education from Indiana University and a bachelor's degree in elementary education from Hanover College. She holds a Certificate in Fund Raising Management and completed the Graduate Certificate in Philanthropic Studies from Indiana University in 2015. She is currently pursuing Associate Professional in Talent Development certification

She is a member of Association of Fundraising Professionals, Association for Talent Development, Council for the Advancement and Support of Education, National Association of Charitable Gift Planners and Grantmakers for Effective Organizations.

Full workshop participation is applicable for 7 points in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.

Photo: Cathy Brown.jpg

If you go

WHAT: "Donor-Centered Proposals and Presentation" workshop

WHEN: 8 a.m.-4 p.m. Wednesday, Jan. 29

WHERE: Nonprofit Center For Excellence and Philanthropy, Bldg. 17, Room 1703, Pensacola State College

FEE: \$75, Limited seating

TICKETS: Visit <http://foundation.pensacolastate.edu/nonprofit-center/>