



BOD Education Session
7.24.25

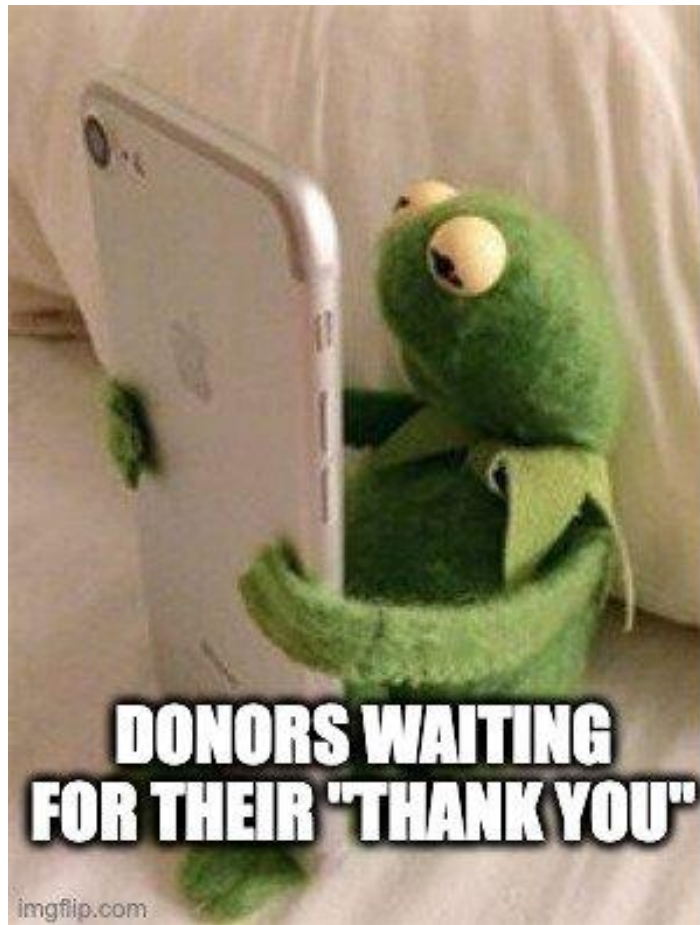
Andree M Aronson, CFRE

20+ Years in Development, 12 years as Director of Advancement

LOVE to pull apart and collaboratively solve complex problems

I focus on building **relationships** and long-term **sustainability**, not short-term fundraising

Cherishing our Legacy ~ Building Towards the Future



Staffing Update

Lacy: Executive/BOD Support (20%), Development (40%), Marketing/Com (40%)

Paul: Grant Writer

Mar/Com: Position is posted, interviewing final candidates next week

Community Outreach/Volunteer Manager: Position will be posted in the next few days

Board Engagement!

READY FOR THE VIRTUAL MEETING



Advancement is
all about
building &
sustaining
relationships!

Enthusiastic
Connections
are **KEY!**

Goal: Equip BOD with
an understanding of
Advancement to
support an integrated
fund development plan

Explore: High level
strategy, structure, key
goals, and your vital
role

Why now: Aligning our
work today with
Accola's next chapter



Advancement Is...

A **strategic** approach to fund development and relationship building

Integrates fundraising, communications, and engagement

Thoughtful focus on **Long-term sustainability**, not short-term fundraising

Advancement
Is Not...
a short-term
effort!



Key Pillars of Advancement

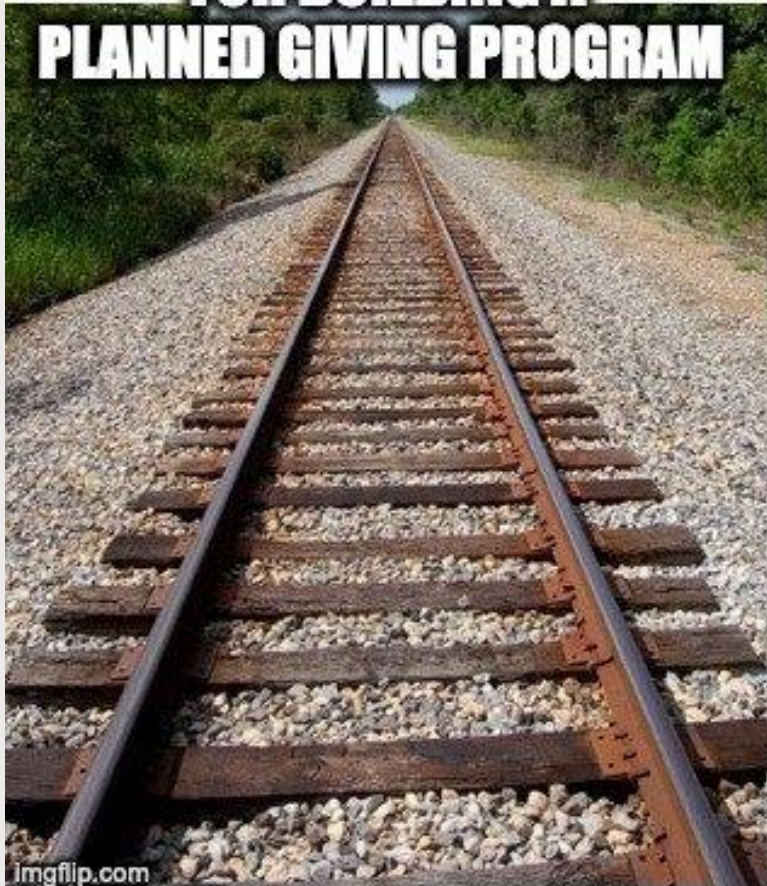
1. Fundraising & Donor Engagement

2. Communications & Storytelling

3. Community Engagement & Partnerships

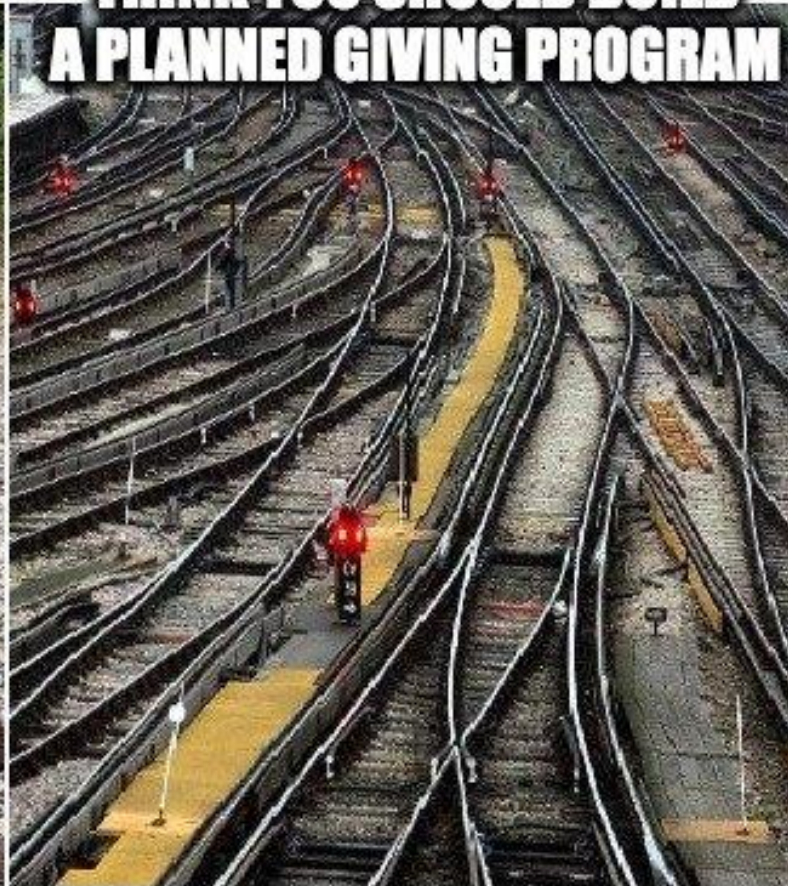
4. Events & Volunteer Engagement

**MY RECOMMENDATIONS
FOR BUILDING A
PLANNED GIVING PROGRAM**



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**HOW MOST PEOPLE
THINK YOU SHOULD BUILD
A PLANNED GIVING PROGRAM**



Strategic Priorities (2025– 2026)

- DEEPEN DONOR STEWARDSHIP THROUGH BUILDING INFRASTRUCTURE, CONSOLIDATING PROGRAMMING, AND IMPACT STORYTELLING

- EXPAND COMMUNITY PARTNERSHIPS & VOLUNTEER BASE

- LAUNCH GIVING CIRCLE FOR MAJOR DONORS

- EXECUTE STRATEGIC EVENTS TO CULTIVATE AND CELEBRATE SUPPORTERS

Where We're Headed

- Grow donor base

- Increase major donor giving

- Strengthen & expand partner relationships

- Boost brand visibility through communications and events

**THIS IS HOW MUCH MONEY
YOU GET WHEN YOU DON'T ASK**

Creating a Thriving Culture of Giving

- Advancement is everyone's joy & responsibility

- Together we build a sustainable, resilient Accola

- With your support, we grow connection, capacity, and impact

Thank You
for Your
Leadership!



- QUESTIONS



- REFLECTIONS