



Session Three

## **Fund Raising 2.0—Using Business Development Best Practices to Maximize Income and Growth**

Fundraising

This workshop explains how to maximize non-profit income using best-practice business methodologies. Using them, many organizations could realize large gains—from 25% to 100% in the first fiscal year—even in difficult economic times. This session covers all the fundamentals and provides attendees free tools to use with their own organizations.

**Donald Summers** is Director of Altruist Partners LLC, a Seattle fund raising boutique that delivers best-practice business development and fundraising expertise and support to non-profits at subsidized rates. His current research focuses on fundraising best-practices in higher education, and his most recent essays, articles and commentary have been published by the American Academy of Arts and Sciences, the Chronicle of Higher Education, and Harvard Magazine. He is a graduate of Middlebury College and Harvard University and is currently writing a dissertation on fund raising best practice at the University of Washington.