



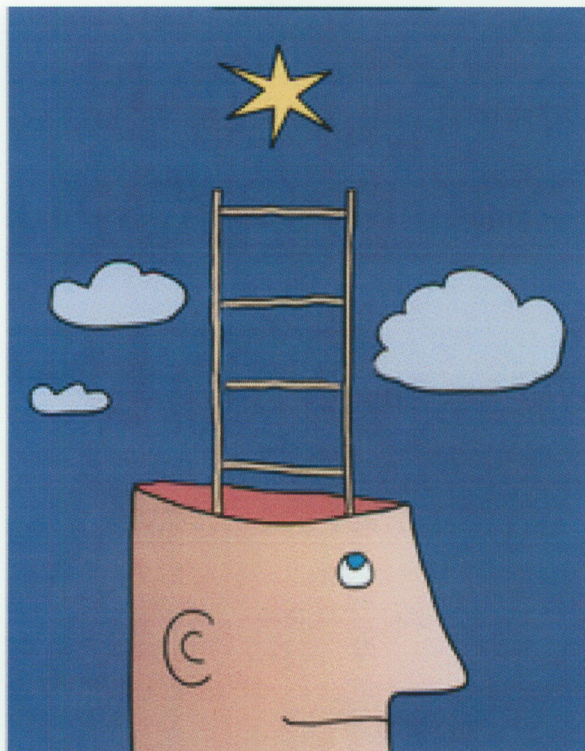
NEW YORK UNIVERSITY

NYU SCPS

HEYMAN CENTER FOR  
PHILANTHROPY AND FUNDRAISING

**Choose your bandwidth:**  
**2 hours, half-day or one day.**

**SKILL-BUILDER WORKSHOPS**



**Sharpen Your Skills**  
**Accelerate Your Career**  
**Advance Your Organization**

Our **series of short, high-impact workshops** have been designed especially for those with busy schedules and are targeted at fundraisers, CEOs, nonprofit board members, consultants, or anyone else in the sector looking to polish their skills and improve their performance.

**QUOTEBOX**



"We have a unique opportunity, thanks to technology and the power of visual stories, to create strong networks of individuals who are passionate about working for change, both inside and outside our traditional organizations. It's exciting because it means that new voices can be heard. Important new stories can be told across the giving sector-and they can be heard more broadly now than ever before."

-- **Nancy Schwartzman**, filmmaker and new media marketer, speaking on the March 6th **Heyman Center Speaker Series panel, Women and Philanthropy: Networked Activism for a Changing Landscape**

**CAREER CORNER**

**Fundraising through Effective Presentations**

March 25th, from 5-7pm

**New Trends in Fundraising**

April 11th, from 12-2pm

**Getting Your Nonprofit Job**

April 22nd from 5-7pm

**How to Be a Successful Fundraiser**

April 26th, from 9am-5pm

**Raising Funds for Healthcare Institutions**

May 10th from 9am-5pm

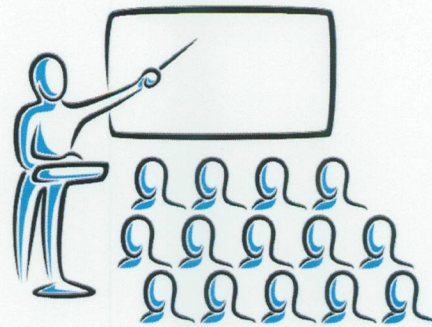
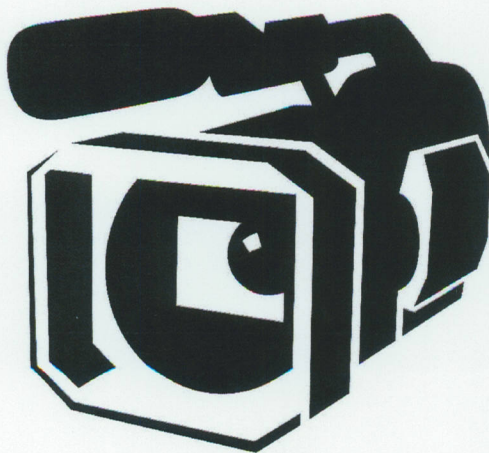
**Building Relationships in Fundraising**

May 20th from 5-7pm

*Please click on the course links to register.*

**Questions? Please email Rich Brown**

**Video for Social Change  
Meet the Filmmakers!**



**JOB-HUNTING TIP:  
Be a Top Performer**

Smart organizations recognize and nurture top performers. These are people who take ownership of their goals, have a passion for success, strive for excellence, and aren't afraid to try something new.

Serving the organization's mission is important, but personal achievement is equally important. Promotions and better-than-average merit increases are expected. Your top performers may not always be your best team players, but most managers wouldn't trade them for anyone.

**Certificate Classes  
Starting Soon**

**PHIL1-CE9020**  
**Fundraising Through Effective Presentations**  
Monday, March 25th  
5-7pm  
**Richard Brown**

**PHIL1-CE9305**  
**Planned Giving**  
Saturdays, March 23-April 13  
10am-2pm  
**Donaldson Hill**

## A Heyman Center Speaker Series Event

**April 10, 2013, 6-8p**

NYU Welcome Center Auditorium  
50 West 4th Street

Join us to hear the nonprofit sector's top video activists share their tips for telling stories that can change the world - **Lee Hirsch**, the filmmaker who made the award-winning *Bully*, a documentary about school bullying; **Mark Horvath**, the founder and videographer behind InvisiblePeople.tv; **Susan MacLaury**, the executive producer of the 2013 Oscar-winner *Inocente*, about homelessness in America, and **Michael Hoffman**, the founder and CEO of See3 Communications, which co-organizes the annual Do-Gooder Nonprofit Video Awards with YouTube, Cisco, and the Case Foundation.

Meet the filmmakers and be among the first in the sector to attend a screening of this year's national **Do-Gooder Video Award** finalists!

This workshop panel will be moderated by Series Curator **Marcia Stepanek**, an award-winning journalist, new media strategist, and media entrepreneur who teaches cause video and social media strategy in the Master's program.

**If you're a fundraiser or a cause activist, this is an event you don't want to miss!**

*The event is free and open to the public*

**RSVP is Required**

HURRY! Seats are limited.

**CLICK HERE TO REGISTER**

## CAUSE AND EFFECT

A bi-monthly opinion column written by Heyman Center thought leaders about critical issues in philanthropy

### PHIL1-CE9503

#### Nonprofit Board of Directors

Saturday, May 4

9am-4pm

**Richard Brown**

### PHIL1-CE9105:

#### Grant Proposal Writing

Tuesdays, April 2-May 7

6:30-9pm

**Harriet Hoffman**

### PHIL1-CE9235

#### Nonprofits 3.0: Technology Strategies and Practice

Tuesdays, April 2-May 14

Saturday Video Lab May 4

6:30-8:30pm

**Marcia Stepanek and Liz Ngonzi**

### PHIL1-CE9310

#### Annual Giving, Major Gifts, and Capital Campaigns

Wednesdays, April 3-May 8

6:30-9pm

**Richard Feiner**

### PHIL1-CE9300

#### Corporate and Foundation Fundraising

Thursdays, April 4-May 16

6:30-9pm

**Michael Evers**

### PHIL1-CE9301

#### New Trends in Fundraising

Thursday, April 11

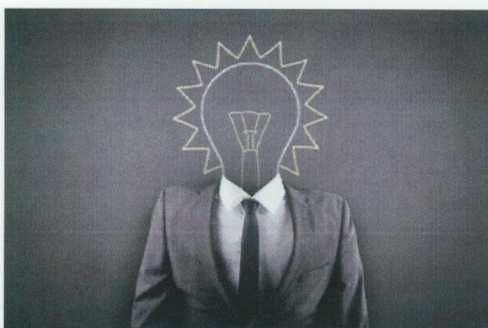
12-2pm

**Naomi Levine**

Questions? **Email Robert Lesko** or call him at (212) 998-6764.

## GRADUATE INFO SESSION

Attend a **Graduate Information Session on March 14th at 6pm** to learn about the comprehensive



## The Fundraising Paradox

by Naomi Levine

Executive Director

Heyman Center for Philanthropy and Fundraising

**A recent online discussion** convened by *The Chronicle of Philanthropy* reported that half of the fundraisers in top jobs in their organizations would like to quit. [Since fundraising keeps millions of nonprofits alive that are critical to the way our society functions, the fact that so many fundraisers are unhappy should be of serious concern to the nonprofit community and to our society at-large.]

Why is this so and what should we do about it?

The truth is that the answer is not a difficult one.

The first principle in effective fundraising is to recognize that no fundraiser, as qualified as he or she may be, can do their job alone. And any president or CEO who thinks that way doesn't understand fundraising. The president and the institute's board must be involved in the fundraising effort. I cannot say this too strongly. The board must not only contribute financially and thus set an example, but they must also be involved in the fundraising process, especially in opening doors to prospective donors. Too many people join a board because it's an honor and they do not realize that as board members, they have serious obligations.

One of those obligations is to help keep the organization financially alive.

During my 25 years directing the fundraising at New York University, I could not have been successful without the involvement of the presidents or without

professional curricula, admission requirements, and financial aid opportunities for the Master's degree in philanthropy and fundraising at the Heyman Center and our graduate certificate programs, as well as other graduate-level courses of study offered by NYU-SCPS.

**NYU Event Space - Kimmel Center  
60 Washington Square South**

[Please click here to RSVP](#)

## FACULTY PROFILE:

### Poonam Prasad



**Poonam Prasad** teaches **Fundraising Research and Information Management** in the Heyman Center's certificate program. This year, her 10th at the University, Prasad will start teaching in the Master's program. She teaches students how to grow their organization's constituency of major donors and how to manage the information they provide about their interests and reasons for giving, so they can be stewarded and upgraded appropriately. "As our country's wealth is increasingly concentrated in the hands of the top 1%," Prasad says, "it is becoming ever more

the help of the Chairman of the Board, **Larry Tisch**, and one of the most distinguished Boards in New York City, which included both men and women such as **Larry Silverstein, Leonard Stern, George Heyman, Helen Kimmel, Phyllis Wagner**, and many of the leading realtors, bankers, and financiers in New York City. They not only gave gifts but they opened the doors to scores of potential donors. It is rare that a fundraiser knows all the "potential donors" in an area and how to reach them. Someone has to open the doors. The fundraiser may design strategies, make the appointments, and develop the briefings, but opening the doors requires help.

*The Chronicle* also reports that many executives find their fundraisers are ineffective and do not bring the necessary skills and knowledge to their jobs.

The answer to this is also simple. In hiring a fundraiser, it is useful to see whether he or she has taken courses in fundraising and grantmaking. Fundraising is no longer just "selling cookies for the Girl Scouts." It requires knowledge of planned giving, research, technology and fundraising, annual and capital campaigns, the art of the ask, the laws, ethics, and board governance.

Today, universities are beginning to recognize that fundraising should be viewed as a profession. Courses I just cited, above, should be included in a university's academic offerings.

NYU organized the **Heyman Center for Philanthropy and Fundraising** for just this purpose. In its 10 years of operation, the Center has taught more than 5,000 students and has awarded 700 certificates. It educates between 50-60 Master's students each year.

It's time that search firms and employers begin to recognize the importance of such an education and its importance in the hiring process. It's also time that more universities start offering courses for fundraisers and grantmakers, in addition to courses and training for CEOs, presidents, and board members. Only then will development be more than "a revolving door." And only then will CEOs and

important to identify and engage these high net worth individuals in causes that interest them and that will help make the world better for those less fortunate."

**BACKGROUND:** "I was born in Jodhpur, Rajasthan and grew up in Kolkata, India, where I attended La Martiniere, an Indian day school established at the will of a French soldier who made his fortune as an adventurer in India. After graduating as valedictorian of my class, I attended Loreto College, where I learned about the work of Mother Teresa. My mother, Kamal Wadera Sarwal, was a small, early donor to Mother Teresa's work among the poorest of the poor, and I still remember our family regularly receiving the iconic, Indian yellow postcards of thanks that she sent out, each personally signed. Though I studied English Literature and most of my spare time in college was devoted to the school newspaper and literary magazine, I also led efforts to resettle a colony of "Dhobis" Indian washerfolk when their village was ravaged by floods and was involved with relief work among Bangladeshi refugees during their war of liberation."

**INSPIRATION:** "I grew up hearing family stories about how my grandfather, Rai Bahadur Nehal Chand Sarwal, a government financial official, raised the funds needed to build the first irrigation canal in the desert kingdom of Bikaner in India using philanthropic techniques that encouraged gifts from the area's wealthy merchants. During WWII, my father, Shyam Sarwal, founded a nonprofit to teach fellow college students to do fire-watching and fire-fighting during the blitz in Bristol, England. Back in India, around the


presidents find satisfaction with the work of their development directors.

**What do you think? [Email us to have your say.](#)**

same time, my mother, also a college student, wrote poetry that was published in pamphlets and sold to raise funds for the Indian Freedom Movement. You might say that fundraising, social activism and nonprofit work is in my blood."

**TRENDS TO WATCH:** "As technology changes, our methods for communicating with our donors continue to evolve but the need to build strong relationships with our donors will never change. It's not enough to know a prospect is wealthy. Fundraisers need to understand what motivates the donor to give, what means they have at their disposal, who might be the best person to contact them, and how and when to ask."

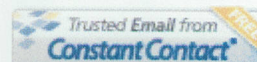
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