TIFF 2022 Fundraising Symposium: Unlocking the Mystery of Donor Retention

On February 9, 2022, TIFF Investment Management hosted the first of four sessions in our Fundraising Symposium. Each session will have its own theme and set of presenters, but the purpose of all is the same: To help nonprofits leverage fundraising best practices efficiently and effectively in a post-pandemic landscape.

“Unlocking The Mystery of Donor Retention” was hosted by Dr. Robert T. Grimm, Jr., the Levenson Family Chair in Philanthropy & Nonprofit Leadership in the School of Public Policy and Founding Director of the Do Good Institute at the University of Maryland. Barbara O’Reilly, CFRE, Founder and Principal of Windmill Hill Consulting, led an interactive presentation on what drives donor giving, how to measure donor retention and how to retain and convert donors.

TIFF Members can access the recording of the session and presentation materials through the Member portal. A high-level summary of this exciting event can be found by clicking the link above.

We hope you will be able to join us on March 16, 2022, at 12 pm EST when Dr. Grimm and Ebonie Johnson Cooper will present “Diversify Your Donor Base.”

If you have any questions, feedback, or would like to receive an invitation to the remaining sessions in our 2022 Fundraising Symposium, please send an email with your name, affiliation, and title to memberservices@tiff.org.

TIFF Investment Management

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