

# Qm<sup>2</sup> Roundtable for Development Directors

---

The Qm<sup>2</sup> Development Roundtable focuses on development as a process and the role of professional fundraisers in museums and cultural organizations. Roundtables are specialized groups that meet regularly to learn skills, discuss trends, and work on cutting-edge approaches to development. Sessions are confidential and cover all aspects of the development program and process including related topics. Advanced techniques, problem solving, management, and steady growth are emphasized.

The facilitators gear training to the expressed needs of the members. Peers openly discuss their current challenges and professional experiences in development. They share a wealth of knowledge, materials, and ideas in a supportive learning environment. The development roundtable is led by Anita Durel, CFRE, and John Durel, Ph.D. of Durel Consulting Partners, Inc, an affiliate of the Qm<sup>2</sup> community of consultants.

In our meetings, participants gain insights into on-going challenges and potential solutions, view issues in a new light, explore fresh approaches, sound out innovative ideas, and create strategies for success. At each meeting members seek ways to apply what they learn by outlining strategies and goals to apply in the work place. Continued personal and organizational growth and improvement are consistently sought. In this supportive environment, participants establish trust, learn together and sometimes challenge one another, as their skills and depth of knowledge grow.

Development professionals work closely with their Executive Directors to maintain a focus on the vision and the goals. Because of this, roundtables are designed to act as laboratories of learning about the organization. In this setting, the organization is studied and analyzed so that there is a clearer understanding of the organization and its life cycle, the impact of constant change, and the options for appropriate actions at each developmental stage. Roundtables strategize on ways to apply the development process at each stage of the life cycle and build relationships to create organizations that are donor centered and inclusive.

## **Benefits**

- Real learning supported by on-going coaching.
- Access to the knowledge and insights of seasoned development, museum, and nonprofit professionals.
- Introduction to new techniques, skills, and cutting edge ideas to strengthen your development operation.
- A solid network of support with others who are committed to excellence in their profession
- Not just talk, but action planning to solve problems and make real improvements.
- Encouragement and support through everyday activities, transitions, and tough times.
- Assessment tools to help you better understand your organization and yourself.
- Insights into methods for developing, educating, and transforming your board.
- Techniques and approaches to create an integrated and inclusive approach to development within your organization and establish a culture of philanthropy.

# Qm<sup>2</sup> Roundtable for Development Directors

---

**Meetings:** The Development Roundtable meets three times a year for two days of programming in Baltimore, Maryland. Occasionally a roundtable may meet (with advanced notice) at a member's location. Regular conference calls are scheduled between meetings to help members maintain focus on priorities and achieve their goals. Agendas are set according to the needs of the members. In addition, the facilitators present new approaches to organizational and fundraising issues, offer practical concepts and tools, and alert members to trends, issues, and relevant publications.

**Ground Rules:** The following ground rules are the foundation of the process of open dialogue. They invariably deepen trust among members, which fosters learning at the most significant emotional and cognitive levels.

- Full participation
- Open and honest interaction
- Mutual respect
- Absolute confidentiality

**Email and Conference Calls:** In order to increase peer support and access to professional knowledge and skills, members communicate frequently via email and telephone.

News, views, case studies, and pending legislation are discussed at roundtables as well as:

- Basic elements and functions of the development office.
- Trends and current issues in philanthropy
- Integrating smart communications into your fundraising efforts
- Recent concepts in management and leadership
- Strategic thinking and action (integrating your planning and goals into overall organizational strategies)
- Organizational transitions and changes in development expectations.
- Key relationships for Development Professionals: Having a seat at the table with your boss, board, donors.
- Managing your staff, your time, your work
- Your personal growth and career
- Your role in the organization's structure and leadership
- Establishing a donor-centered, integrated development approach.
- Creating a culture of philanthropy
- Ethics, fundraising, and the nonprofit

**Other topics** may include, but are not limited to, the following:

- Applying the development process to nonprofit fundraising
- Major gifts...so what's stopping you? Appointments, visits, and asking.
- Advocacy – a role for each board and staff member.
- Visitor Services, Marketing, and Image—how they impact fundraising.
- Drafting a *compelling* Case for Support and Translating it into ACTION
- Providing Board and Staff with the tools they need to support your work.

- Leadership: Motivating Board and Staff
- Recruitment: Building your board and your success.
- Nuts and bolts: the vital nature of development planning and systems
- Expanding your audience, your donor pool, and your opportunities.
- Development Research
- Basic Roles: Supporting your CEO, Team Building, Strategic Job Descriptions.
- Development readiness.
- Organizational Life Cycles: What you need to know to succeed
- Diversity and demographics
- Inclusive approaches to Donor Relations.
- Planned giving programs
- Gift processing and Accountability
- Reporting - Measuring outcomes and Demonstrating Progress
- Why People Give; Why They Stop Giving; What Motivates their Peer Group.
- Different Strokes: Women and Philanthropy and Inter-generational Giving
- PR and Marketing: The truth about your development messages?
- Anatomy of an ASK
- Managing up

**Arrangements and Fees:** There are three annual overnight retreats that are scheduled a year in advance to allow for maximum participation. As best we can, we work around the schedules of members. The retreat begins with a working dinner on the first night, continues for the entirety of the second day through dinner. We convene again in the morning and conclude in the early afternoon of the third day. Participants make arrangements for their own transportation to the site and lodging. We are happy to offer recommendations. This is a retreat, and we stress the value of being together as a group; however, from time to time significant others join the group for dinners.

Communication between meetings keeps the group focused on the goals and action steps set forth by each member and allows us to discuss emerging issues and refocus on individual progress.

Please contact us for the current annual fee which covers the three retreats and scheduled conference calls. Expenses are additional and include hotel, transportation, materials, meals and incidentals.

If you would like to discuss the roundtable experience with any of the current members or if you would like more information, please contact us by phone or email as indicated below. Space is limited and participants will be accepted on first come, first served basis. Future members will be admitted only on approval of the established group.

Durel Consulting Partners, Inc. office: 410-764-0119

Anita Nowery Durel, CFRE [anitadurel@qm2.org](mailto:anitadurel@qm2.org) cell: 410-206-2503

John W. Durel, Ph.D. [johndurel@qm2.org](mailto:johndurel@qm2.org) cell: 443-226-0119