



Special Offers for HERC Members

We enjoyed working with the leadership of the National HERC to create the *National HERC Corporate Partnership Program*. We would welcome the opportunity to creatively support the fundraising and partnership work of local HERC chapters and to support the fundraising and fund development work of HERC member institutions. If you are a HERC director – or if you work for an institution that is a member of HERC – we would like to offer you special discounts on our products and services.

Saad & Shaw books –10% discounts

- [*How to Solicit a Gift: Turning Prospects into Donors*](#). A must have for institutions who want to increase the number of donors who give and the amount of money raised. Personal solicitation results in gifts that are typically larger than those given in response to a direct appeal, phone call or website. Increase your results. Learn how to prepare volunteers and staff so they know how and when to ask and when to wait.
- *You Know Your Campaign is in Trouble When...* This humor booklet is a great gift for board members and volunteers. A fun way to keep fundraising staff and volunteers engaged.
- *Prerequisites for Fundraising Success: 18 Things....* This book provides easy-to-use information to help increase fundraising success, engage volunteers in a meaningful way and decrease costs associated with fundraising. This how-to book is designed for people who want to know what to do to increase their results. It is short and to the point.

Counsel on Demand – save \$250/month

With [Counsel on DemandSM](#) you have access to experts who can help you meet these challenges and manage your fund development resources and staff most effectively. Counsel on DemandSM provides flexible, low-cost fund development coaching and strategy sessions for College Presidents and for Vice Presidents of Advancement. You get four hours of on-call expertise each month. Call on Saad & Shaw when you need us – we can support you with solutions. It doesn't matter where you are located – nationally or internationally – we can work with you by phone, email or video conference.

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Workshops – save \$500

Our four-hour workshops are interactive and fun. Each includes pre-workshop “homework” to complete so all participants come prepared to contribute, learn and create fundraising solutions that advance your institution.

- **Prerequisites for Fundraising Success** – the 18 things board members, staff and volunteers need to know to support and engage in successful fundraising.
- **Ready for FUNdraising!** – A fundraising workshop for board members.
- **How to Solicit a Gift** – solicitation training. Includes role playing and a free copy of *How to Solicit a Gift: Turning Prospects into Donors* for each participant.
- **Custom designed workshops** that address the specific opportunities and challenges of your organization.

Free e-newsletter

Our quarterly e-newsletter provides readers with fundraising tips and tools. We highlight fundraising successes and the people who bring fundraising to life!

Free e-books

Available on request from melandpearl@saadandshaw.com or by calling (510) 834-4310.

1. ***How To Write A Proposal*** - This easy to read e-booklet provides step-by-step information to help you write a fundraising proposal. Learn where to look on-line for grant information. Find out how to structure a proposal and what to include. Use the Saad & Shaw checklists to make sure your proposal answers the important questions grant makers ask. Learn how to clearly make the case for why a foundation or donor should invest in your organization or institution.
2. ***Creating Your Prospect/Gift Chart PowerPack*** - Learn how to **better manage your fundraising resources** and reach your **fundraising goals**. This PowerPack provides you with the information and tools you need to create your own prospect/gift chart. Our free programmed excel spreadsheet is included to help you create your own prospect/gift chart.



Thank you for the opportunity to support the National Higher Education Recruitment Consortium

Mel and Pearl Shaw