



T. CLAY BUCK, MFA, CFRE, Master Trainer is a fundraiser, teacher, trainer, and lifelong storyteller.

His dynamic sessions leave attendees with immediate, actionable learning they can use to improve their fundraising right away. A certified Master Trainer, former actor, and 30-year veteran fundraiser, his interactive style is fun and engaging – and full of insight from the cutting edge of the nonprofit world

Clay is as equally comfortable in a room full of thousands as he is in small-group workshops. The sessions below can be conducted as a presentation or hands-on workshop. Clay is also available for customized trainings for boards, volunteers, staff, and anyone who knows their fundraising can *do more*.

## **The Annual Fund Isn't Annual**

Every year we get more technology and a new way to raise money from individual donors, but are these techniques really worth it? What goes in to creating a solid, successful annual giving program, especially as year-end looms closer and closer? Let's take a deep dive into what works, what doesn't and the best ways to ensure a successful annual fund program. This session will look at current trends in annual giving, review the latest data on impact of direct mail, digital fundraising, giving days and major gift programs and present solid, best-practice techniques you can implement right away to ensure your annual fund succeeds.

## **What's the Big Deal about Fundraising?**

Getting a Board to give is one of the greatest challenges – and rewards! – any nonprofit can tackle. What's the real reason that board member is there, volunteering for your organization? How do we unleash their inner hero, yearning to save the world? This session can either be a presentation on techniques to encourage Board giving or an interactive workshop – and leaves everyone excited about giving!

## **Telling The Stories That Inspire Donors to Give**

Humans are hard-wired for story; our brains respond to stories in ways that metrics and facts and figures just can't touch. In this session, we'll look at the current research coming from neuroscience and the field of Philanthropic Psychology in understanding how storytelling affects the human brain and how to leverage its impact in fundraising and nonprofit communications.

## **19 Things Your Donors Told You During the Pandemic**

If 2020 has taught us anything it's that "Donors are gonna donor." Whether you were asking or not, pivoting or standing still, donors across the board told us a lot about how they feel about the sector, causes that are important to them, and the importance of good in the world. Were you listening? During this interactive workshop, we'll look at the major trends in giving during the pandemic, particularly through the lens of philanthropic psychology and interpreting the data. We'll use all of that information to help you create a fundraising and communications plan that can weather any storm by applying the lessons from what donors have told us through their giving and who they are as individuals with big, caring hearts.

## **Making Donor Love Out of Nothing At All**

You know you need to get those Thank You letters out (in 48 hours or less!) and you really SHOULD take care of that messy data. But how? As fundraisers we're constantly wearing many hats and keeping a lot of the balls in the air at the same time, so how do you create a truly donor-centered fundraising operation? These are simple steps on building an effective, productive system with techniques that can be implemented right away.

## **Is Prospect Research Donor Centered?**

In the wake of data scandals and changing privacy laws overseas, is traditional prospect research still relevant and appropriate for fundraising? Is prospect research donor centered and what are the ethics surrounding its use? How are you preparing for new data privacy legislation like the California Consumer Protection Act? Understand what data is included in prospect research and how assumptions are made about capacity, then discuss the ethics around the use of publicly available data and how best to implement them into your own practice, regardless of size.

## **Focus On What Matters: A Data-Inspired Look At Setting Fundraising Priorities**

Let's face it, data isn't for everybody but we are fundraising in a time where we have more data about our work than ever before. We have more information at our fingertips that can help us strategize and focus. In this fun – promise! Data can be fun! – and engaging session we look at using the data we already have to help identify where our focus needs to be and how best to use it in setting fundraising priorities.

## **Don't Just Slap a Flag On It And Call It Inclusive: Understanding Your LGBTQIA+ Donors**

Has the passage of marriage equality in the United States changed how LGBTQIA+ donors engage with nonprofits? Are there trends in giving that need to be paid attention to? How do we create a truly inclusive culture of philanthropy that not only encourages but celebrates giving from everyone? Creating an inclusive giving program isn't just about calling it 'inclusive' but involves strategies that truly recognize and honor donors' experience and lives. Together, we'll explore ways to honor your LGBTQIA+ donors in meaningful ways.

## **Segmentation Strategies To Rock Your Annual Appeal**

Segmentation isn't just about giving levels and date ranges, but is a critical tool in ensuring the success of any appeal. In this session we'll explore how to segment data in ways that recognize donors' engagement with your organization and maximize their potential renewed giving. These are simple, straightforward techniques that have been used to great success in approaching donors based on who they are, not just on who we think they are.

## **Donors ARE Data: Creating a Donor-Centered Fundraising Operation**

Hidden in those lists of data in your CRM are real people – people with dreams and visions that they hope to see fulfilled through your mission. But, what if you can't reach them? You might have the most compelling, perfect story in the world but if it's not actually getting TO donors, your fundraising will suffer. This session dives into simple, non-techy ways to ensure you've got the best information possible and not losing money from compounding loss caused by data issues.

## **Donor Segmentation Isn't Just For Data Geeks**

Truth be told, you have more data than you know what to do with and it can have a huge, positive impact on your fundraising. We'll look at the many different ways data can be used to get the right message to the right prospect, which system works best for you, and how prospect ratings can have a far-reaching impact on the relationships you build.

## **Leveraging Wealth Intelligence In the Annual Fund**

Think prospect research and wealth intelligence is just for major gifts and campaigns? Think again. All of that great information can be used to enhance every aspect of your fundraising, including in your annual fund and individual giving campaigns. From donor profiles to predictive modeling, we'll look at ways a wealth screening can have a huge impact and yield higher results for your annual fund.

## **Data Got You Down? Simplifying Donor-Centered Fundraising Analysis for the Data Allergic**

A Major Gift Officer – reluctant to enter anything in the CRM and not-at-all interested in using her dashboard – said, “I k now I should use that data, but I think I’m allergic to it or something.” Let’s inoculate that allergy and take the mystery out of using metrics to manage any type of fundraising campaign – including an MGO’s portfolio! – and make information accessible, easy-to-understand and simple to use.

## **Leading Change: Breakthroughs Don’t Happen Overnight**

There is not a single Giant Leap Forward in the History of Everything that didn’t require months or years of planning, rigorous testing, teamwork – and any number of failures along the way. During this session we’ll examine the shifts in attitude, behavior and strategy that go into leading substantive, lasting change. We’ll discuss how to define the breakthrough you need, defining the conditions for achieving it in context of capacity, infrastructure and taking risks, while setting the plan to reach it and how lead the way. We’ll walk through each step together and craft a plan that makes breakthrough not only possible, but possibly inevitable.

## **Why Can’t You Just Say Thank You?**

It’s pretty solidly proven that increasing gratitude towards donors will, in turn, increase retention rates and donor satisfaction . . . and increase your fundraising results! Do you find it hard to say thank you? Tough to get the letter out of the door? There’s actually a reason for that and it’s rooted in our biochemistry. But there’s also a neuro-scientific reason why expressing gratitude will increase philanthropic giving. Let’s dig into this knowledge and research and then use that to every fundraiser’s advantage in creating a donor gratitude stream that will have a huge impact on your fundraising results.



## T. CLAY BUCK, MFA, CFRE, Master Trainer

T. Clay Buck, CFRE is a passionate advocate for fundraisers and the missions and donors they serve.

He is the Founder and Principal of TCB Fundraising, a full-service fundraising partnership firm focused on strengthening nonprofits' individual giving programs and developing the systems and operations that drive highly effective fundraising.



Clay is an experienced fundraiser with well-rounded, proven experience in all aspects of development. He has particular expertise in developing the systems and infrastructure that support donor-centered fundraising, inspired and informed by quality data and a systems-thinking approach to raising money more efficiently and more effectively . Having been both a frontline fundraiser at several nonprofits and a consultant for large, national firms, he brings a unique perspective on developing and crafting fundraising programs that really work.

He has held the Certified Fund Raising Executive certification since 2010, served as President of the Association of Fundraising Professionals Las Vegas chapter for two years, and has been a member of the Advisory Board for Rogare, the fundraising think tank, for which he co-authored the United States Critical Fundraising Report. He is an AFP certified Master Trainer and speaks frequently on fundraising at conferences, workshops and trainings, including the AFP International Conference, the annual APRA conference, the Tessitura conference and many others. He teaches the fundraising courses for the Nonprofit Management Certificate and the Fundraising Certification program at the University of Nevada, Las Vegas. He was recently named one of the top 20 Charity Influencers online.

Clay makes his home in Las Vegas, NV, spends too much time tweeting about fundraising at @TClayBuck and is owned by two Labrador Retrievers who do not get nearly enough exercise but could probably create their own fundraising and communications plan to solicit more kibble if they really wanted. He holds a BA from the University of Georgia, a Master of Fine Arts from Michigan State University and a Certificate in Professional Writing from the University of Chicago. In 2021 he completed the Certificate in Philanthropic Psychology, With Distinction, from the Institute for Sustainable Philanthropy He is a graduate of Leadership Las Vegas, class of 2017.