

2014 Symposium Leadership Tips-2

Marianne Glick, Deanna Brown, Melissa Brown, Barbara Kerkhoff, and Andrea Proulx Buinicki Highlights



Thought Leaders on Funding and Fundraising, and Leadership Tips

Everyone can learn from the 2014 Symposium for Women in Nonprofit Leadership's takeaways. In these highlights, we're featuring keynote speaker, **Marianne Glick**, and breakout session speakers, **Deanna Brown**, **Melissa Brown**, **Barbara Kerkhoff**, and **Andrea Proulx Buinicki**.

Quotes and Comments

Marianne Glick, President and Owner of GlickArt and a Chairman of the Board for the Eugene & Marilyn Glick Family Foundation

- "Listen with empathy." [to your clients, co-workers, prospective partners]
- "Answer the question for funders, partners: WIIFM, What's in it for me? [Why should a funder fund you?]
- "Engage people in solutions!"
- "Add Pizzazz! Make it fun." [for interactions, presentations, relationships, the work]
- "'Take your crabby hat off!' Meet challenges with humor."

Deanna Brown, Founder and Facilitator, USA-based Cultural Connections: Women Weaving Worlds in India

- Peter Thiel, co-founder, Pay-Pal, said, "Successful leaders find value in unexpected places." Deanna added, "Successful leaders find value in unexpected PEOPLE and places."
- "Educating girls can break the cycle of poverty in just one generation in developing countries."

Andrea Proulx Buinicki, Giving Focus

- "Let's talk about Philanthropic Conversations, not fundraising. Let's find out more about donors, what/whom do they love?"
- For safe, effective dialogue: "Questions seek to understand. A true question is one you don't know the answer to."
- "Dialogue values collective wisdom rather than taking sides."

Melissa Brown, Consultant and Adjunct Faculty for The Fundraising School, Indiana University Lilly Family School of Philanthropy

- "73% of women in the United States use Facebook. and among all people who use Facebook, 63% check Facebook daily." ~ Pew Research, Internet Research. Social Media Update 2013
- "To reach potential donors with messages about your organization's impact, Facebook is likely THE best choice among all social media."

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