



# Making a Compelling Ask: Transitioning from the Transaction

*Asking for money can seem scary, but it does not have to be. Better understand your own obstacles to fundraising success, while breaking down an ask from saying “hello,” to saying “thank you.”*

**Friday, April 10, 2020**

**8:30 A.M. – Noon**

*(check-in and continental breakfast served from 8 – 8:30)*

College of Public Affairs and Community Service

[CPACS 132D](#)

University of Nebraska at Omaha

6001 Dodge Street, Omaha NE 68182

**Cost to attend: \$75**

**(includes breakfast and 3.0 social work/mental health CEUs)**

## Learning Objectives:

- ✓ Knowing and removing our own barriers for making an ask
- ✓ The 5 steps to successfully securing a gift
- ✓ Anticipating common scenarios and objections
- ✓ Shifting a gift from a transaction to a relationship
- ✓ Factors that drive donor loyalty



This workshop is intended for social workers, non-profit executives, resource development and fundraising professionals, community partners, and counselors.

[Click here to register!](#)



**Cindy Elifrits Peterson**  
Maximizing Excellence, LLC  
Sioux Falls, South Dakota

Cindy Elifrits Peterson has 20 years of experience in fundraising, volunteer management, and board development. Having graduated from UNO with a Master in Social Work, Cindy helps organizations meet their goals through creative problem solving and by asking the right questions. She is a Certified Fund Raising Executive (CFRE) and is certified in Capital Campaign Fundraising through the Institute on Charitable Giving.

**QUESTIONS?** Contact Michelle Nelsen ([mdnelsen@unomaha.edu](mailto:mdnelsen@unomaha.edu))

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