



Erica Waasdorp is President of A Direct Solution, located on Cape Cod, Massachusetts. Erica lives and breathes direct response and fundraising and can be considered a Philanthropyholic.

She works with non-profit clients all over the country as well as internationally, helping them with their appeals, monthly giving, grant writing and PR. She is also the US Ambassador for the International Fundraising Congress (IFC), held in the Netherlands in October (www.resource-alliance.org)

Erica Waasdorp published one of the very few books on monthly giving, called **Monthly Giving. The Sleeping Giant**. She recently created the Monthly Donor Road Map and two e-books Top 7 Questions about Monthly Giving and Monthly Donor Retention Play-Book. She co-authored the DonorPerfect Monthly Giving Starter and Marketing Kits, and she regularly blogs and presents in person and via webinars on appeals, direct mail and monthly giving.

Erica is a Master Trainer for the Association of Fundraising Professionals and she is currently working on her next book ***On the Road to Monthly Donor Success in One Hour or Less!***

For more information, contact Susan at susan@adirectsolution.com or see www.adirectsolution.com

Erica Waasdorp's Presentations and Webinars
~ providing a flavor of subject areas and organizations 2017-2018~

Listing as of August 31, 2018, does not include upcoming webinars and presentations
Recordings or slides available upon request

WEBINARS

Monthly Giving

- **2017**
- Charity How To: *The 7 fundamentals of Monthly Giving* (January 12, 2017)
- Charity How To: *How to start your monthly giving program* (January 18 and 25th, 2017)
- Donor Perfect, Nonprofit Connect and Network for Good: *Growing your monthly donor program without breaking the bank* (March 1, April 18, and June 27th, 2017)
- Boston Foundation Giving Common: *Launching & Growing your Monthly Donors to the Next Level* (April 11, 2017)
- **2018**
- Fired Up Fundraising (Gail Perry): Face Book Live – *Why Monthly Giving?* (February 28, 2018)
- Charity How To: *The 7 fundamentals of Monthly Giving* (March 8, 2018)
- Fired Up Fundraising (Gail Perry): *Growing your monthly donor program without breaking the bank* (March 6, 2018)
- Fired Up Fundraising (Gail Perry): Face Book Live – *How to Keep your Monthly Donors* (March 7, 2018)

- Fired Up Fundraising (Gail Perry): *Open Coaching Reviewing Monthly Giving Materials* (March 15, 2018)
- Charity How To: *Hidden Gems* (March 20 and 27th 2018)
- Fired Up Fundraising (Gail Perry): *Advanced Session, Converting One-Time Donors into Monthly Donors* (March 22, 2018)
- AFP International: *How to Grow your Monthly Donor Program Without Breaking the Bank*, 60-minute Webinar (March 21, 2018); Rated 4.43 out of 5 for overall effectiveness
- Non Profit Learning Lab: *How to Start and Rev Up Your Monthly Giving Engine* (April 3, 2018); rated 9 out of 10 for overall effectiveness and presentation skills
- New England Association of Health Care Professionals: *Monthly Donors Create the Pond, so Major Donors Can Create the Splash* (April 4, 2018); Rated 5 (highest score) for overall quality of presentation
- Motivate Monday with Pamela Grow: *Monthly Donors Sustainers* (April 30, 2018)
- Charity How To: *Monthly giving made easy* (June 12, 2018)
- Charity How To: *Road Map to Monthly Donor Success* (July 18 and 26th, 2018)
- Charity How To: *Hidden Gems* (August 29, 2018)

Direct Mail

- **2017**
- Charity How To: *Direct Mail, the Nuts and Bolts* (February 23, March 2, 2017)
- Charity How To: *Direct Mail is not All About Writing* (September 26 & 27th 2017)
- **2018**
- Charity How To: *Direct Mail is not All About Writing* (March 7, 14th, August 14, 21st, 2018)

PRESENTATIONS/WORKSHOPS

Monthly Giving

- **2017**
- New England Association of Health Professionals Conference, Portland, Maine : *Major Donors create the splash, Monthly Donors create the Pool* (March 7, 2017)
- Boston Foundation Giving Common, Boston, MA: *How to grow your monthly giving program*; Three Hour Workshop (April 4, 2017); rated 4.5 out of 5 for overall presentation and effectiveness
- National Catholic Development Conference Regional, Sparkhill, New York: *Launching and Growing your Monthly Donor Program to the Next Amazing Level* (May 17, 2017); rated 9.75 out of 10
- Association Fundraising Professional Chapters (4) West Michigan, Kansas City, Chattanooga, TN, and Midland TX: *Major Donors create the Splash, Monthly Donors create the Pond* (June 8, 14, 21, 2017 and March 21, 2017); rated 4.77 out of 5 for presentation skills and overall effectiveness (three Included a bonus presentation: Direct Mail, the Nuts and Bolts)
- **2018**
- National Catholic Development Conference Regional, Dayton, Ohio: *Launching and Growing your Monthly Donor Program to the Next Amazing Level!* (April 19, 2018)
- Rockland Development Council, Spark Hill, NY: *How to create a Monthly Donor Program without Breaking the Bank* (May 16, 2018)
- Society of Animal Welfare Administrators (SAWA), Chicago, IL; *How to Make your Monthly Donors Leap to the next Amazing Level!* (June 7, 2018); 87% rated it Good / Excellent (53% gave it their highest rating) – Conference Administration said this year had the highest ratings overall than any previous conference.
- AFP Michigan, *How to Make your Monthly Donors Leap to the next Amazing Level!* (June 5, 2018), received 4.7 out of 5 presentation score

- PSI Conference on Fundraising, Ft Lauderdale, FL: *5 Easy Steps to Establish and Maintain a Monthly Donor Program*, (June 27, 2018); rated 95% for presentation
- Bridge to Integrated Marketing & Fundraising Conference, Washington, DC: ***Trends and Lessons from Emerging and Existing Sustainer Power Houses***, co-presented (August 1, 2018); “very well received and it was a pleasure meeting and working with you.” Dan Nonnemaker, Education Program Manager
- Inspired Fundraising Retreat, Atlanta, GA: *5 Easy Steps to Establish and Maintain a Monthly Donor Program*, (August 10, 2018)

Direct Mail

- **2017**
- Cape Cod Center for NonProfits: *How to Raise Funds with New and Old School Techniques* (April 6, 2017)
- Donor Perfect Conference, Philadelphia: *Monthly Giving Primer and Direct Mail, the Nuts and Bolts* (October 8-9, 2017)
- **2018**
- New England Federation for Humane Societies: *Direct Mail & Your Donor Base, the Nuts & Bolts* (April 7, 2018); Program content 4.5, Presenter’s knowledge 5

PODCASTS: In addition, Erica Waasdorp has presented numerous Podcasts including Successful Nonprofits, Blackbaud and others. Podcasts, resources and materials are available at www.adirectsolution.com.

Dear Erica,
 “Thank you! Just wanted to let you know how much I enjoyed your presentation. Great work!”
 Sincerely,
 Sandi London, Development Officer,
 Lions Gate Hospital Foundation

Erica –Your webinar was terrific! I would love to hear that a number of those on the call have set up programs – but I know how hard that is for them. I thought it was interesting on the question about “how many times do you ask people to donate?” and a few said that they never ask. Unbelievable.

Thank you again for what you are doing. You’re the best!

Larry Little, President
 Guardian Angel Basset Rescue, Inc.

For more information, contact Susan McGarry at susan@adirectsolution.com
www.adirectsolution.com