



Speaker: Mazarine Treyz

Nonprofit Leadership Success Strategies Wild Woman Fundraising

Ms. Treyz excels at speaking with nonprofit leaders. With a been-there, done-that sense of clarity, she allows audiences to see inside and get a feel for the often confusing world of nonprofits, managing fundraising staff, digital marketing and more.

Topics

Negotiating Conflict in the Workplace

Want to get along better with people in your nonprofit?
Can you name and claim behaviors that you see?

Lean Development, (Efficiency is the new black)

An introduction to lean management techniques, with concrete examples on how to do efficient development in the most inefficient sector of our economy, the nonprofit world, and makes a play for major donor cultivation strategies above all other strategies. Includes concrete examples of lean development in appeal letter batches, moves management, and more.

Speaking engagements (or, How to Avoid Powerpoint Death)

Powerpoints should be as short and as funny as possible.
We'll talk about how to deal with stage fright, how to joke about the sacred cow, how to address oppressive comments or questions and much more.

Leading the Future of Nonprofit Marketing

What does the marketplace look like now versus 20 years ago? What makes or breaks an organization? The answers may surprise you.

Author: The Wild Woman's Guide to Fundraising, Published November, 2010. Chosen as one of the top 10 nonprofit books of 2010 by Beth Kanter, CEO, Zoetica.

Entrepreneur: Wild Woman Fundraising.com, 7,500 monthly readers, 200,000 hits, E-Products, social media consulting, nonprofit job coaching.

Fundraiser: Raised over \$1M in 3 years for various nonprofit organizations via grants, events, appeals, digital marketing, and more.

Digital Marketing Consultant: Helping businesses control how they are found on the internet via workshops, one-on-one training, telephone sessions, worksheets, and turnkey solutions. Forthcoming book on Digital Marketing in 2011.

Graduate of Bard College, BA, Literature, Gender Studies, and Poetry. Graduate of the Communispond Speaking Course, 2010.

Previous speaking engagements include:
The Future is Now Conference, The Center for Nonprofit Organizations, The GINAC Group, Texas Association for Nonprofit Organizations, Austin Community College, Urban League of Portland Career Fair, Nonprofit Job Club, Austin, TX

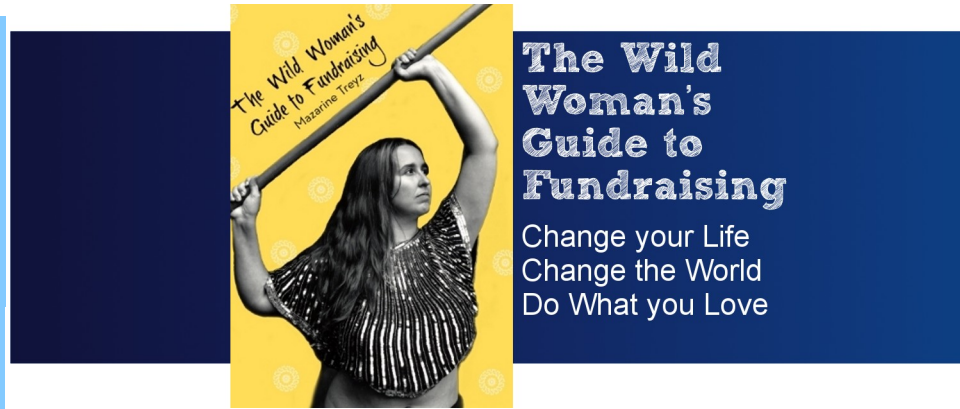
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Mazarine Treyz authored:



What others are saying:

“I attended Mazarine's workshop at the Urban League's Job Fair. She did a great job of presenting! Authentic and informative and helpful. I will pass this information on to everyone I am in contact with. Thank you Mazarine!”

-Evelyn Liu Phoenix Lotus Foundation Portland, Oregon

“I've learned so much about fundraising and marketing! I had a fabulous time learning as my experience was filled with her warmth as a person.”

-Shoshana Avree, Executive Director, A Child's Life Nepal

Fundraising in a Downturn

What to do when the funding gets cut? It's all about staying positive in the face of incredible odds. This presentation will give struggling nonprofits low and no-cost tools to get their nonprofit more exposure, and more funding.

Volunteer Management

What do you need done? Maybe a volunteer can do it for you! Your volunteers are like gold to your organization. This presentation will teach you how to think differently about your volunteers, how to find volunteers, interview them, give them a job description, and get them working for you!

Generational and Cultural differences at your nonprofit

What does it take to convince people to give to your organization? Well, it turns out it depends on their conversational (and generational) style. While you might be jumping ahead with your proposal, they might want to talk about the weather. Learn how to assess generational and cultural differences, and use this knowledge in fundraising techniques for planned giving and hip parties.

Why people give, and how to get them to give more

This presentation will teach participants how to identify the different kinds of donors, and how to speak so they will listen and give. Participants will walk away with action items that they can immediately implement in their offices.

(The Wild Woman's Guide to Fundraising can also be included in these speaking engagements for participants.)

To book Ms. Treyz, please call: 512-763-5161 or email info@mazarinetreyz.com
For more information about Mazarine Treyz and her accomplishments, please see <http://mazarinetreyz.com>, <http://wildwomanfundraising.com>.