



PENSACOLA
STATE COLLEGE

FOR IMMEDIATE RELEASE
May 22, 2024

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PSC Nonprofit Center to hold virtual workshop on Tuesday

Dini Spheris consultant Mary Claire Walter is the facilitator

Mary Claire Walther, a Dini Spheris consultant, will lead “Strengthening The Ask And Deepening Donor Understanding” virtual workshop on Tuesday, May 28.

Hosted by Pensacola State College Foundation Nonprofit Center for Excellence and Philanthropy, the virtual workshop is set for 11:30 a.m.-12:30 p.m.

The cost to attend is \$15. To register, go to <https://npc.pensacolastate.edu/register-here-may-2024-virtual-training/>. Zoom links are provided upon registration.

Walther will discuss key fundraising concepts during the session:

- Including gift asks in initial visits
- Techniques to deepen donor understanding
- Exercises on enhancing donor understanding
- Crafting compelling partnership (ask) language
- Identifying and practicing the most important ask.

Since joining Dini Spheris in 2014, Walther has served nearly 100 nonprofits nationwide. A seasoned consultant, she has successfully helped clients grow

annual capital and major gift fundraising and improve executing strategic planning processes. She also has managed fundraising campaigns with goals ranging from \$1 million to \$250 million.

Walther holds a Bachelor of Arts from the University of Chicago and a Nonprofit Finance Certificate from Rice University. She is a member of the Greater Houston chapter of the Association of Fundraising Professionals.

For more information on the virtual workshop, contact Kylie Henderson at (850)484-1193 or khenderson@pensacolastate.edu.





JOIN **MARY CLAIRE WALTHER**
OF **DINI SPHERIS CONSULTING**
FOR THE WORKSHOP:

STRENGTHENING THE ASK AND DEEPENING DONOR UNDERSTANDING

MAY 28, 2024 | 11:30 AM - 12:30 PM

(Zoom link provided upon registration)

