



Educational Luncheon Workshop

Florida Association of Nonprofits Presents

THE PSYCHOLOGY OF FUNDRAISING AND INFLUENCE

In this workshop you will gain insight on how the world class fundraisers look at marketing and the laws of influence. This workshop is designed to help you learn the following.

- Understand client behavior styles and establishing trusting relationships.
- Understand the preparation process that maximizes your communication strategy.
- Learn about the six principles of influence and more.

This two-hour workshop is free of charge. The workshop is open to all nonprofit staff, volunteers, and board members. **You must pre-register to participate. Registration for all workshops is limited.** *Please note that this is an introductory workshop and a full conference will be given December 9, 2015 from 8 am to 8 pm*

- Location:** Greater Fort Lauderdale Chamber of Commerce
512 NE 3rd Ave., Fort Lauderdale, FL. 33301
- Date:** Tuesday, November 24, 2015
- Time:** 12:00 - 2:00 p.m. Eastern Time
- Presenter:** Oscar Arias, M.S., Aris Research and Strategic Seminars
- Questions:** Contact diane@fano.org or call 305.557.1764

Oscar consults and conducts corporate training sessions for Fortune 500 companies, nonprofit profit organizations, executives, managers, sales professionals, entrepreneurs, the general public, and at-risk populations in the areas of peak performance, leadership development, organizational behavior, sales enablement, collaborative negotiations and positive psychology to name a few. He has also worked with school systems providing professional development workshops in the areas of student engagement and teaching effectiveness. He has spoken at the University of Pennsylvania, Wharton Business School and other universities across North America. Oscar attained a Master of Science degree in Organizational Learning and Leadership Development. Moreover, Oscar has been an active practitioner in the training and development industry for over fifteen years and has attained professional development and coaching certifications in Neuro-Linguistics Programming (NLP), Positive Psychology and Learning Development.