



Nancy Bocskor

Passion Driven Leadership™

All Politics
is
Still
Personal

Who
Should Attend?

- ◆ Corporate Executives
- ◆ Non-Profit Leadership
- ◆ Small Business Owners
- ◆ Government Relations Professionals
- ◆ Association Executives
- ◆ Fundraising Professionals
- ◆ Political Party and Citizen Activists
- ◆ Women Leaders and Future Leaders

Nancy Bocskor

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A nationally recognized educator, speaker and author, named a "Rising Star in Politics" by *Campaigns and Elections* magazine, and profiled in the *Wall Street Journal* as one of the "top PAC-party organizers", Nancy Bocskor has now been tagged an international Democracy Coach by *Die Welt*. Her dynamic presentations inspire citizen activists to take the proven path to positive politics: Passion Driven Leadership.

What is Passion Driven Leadership™?

The ability to inspire action in others by harnessing the boundless enthusiasm and deep feelings of the human heart. The Passion Driven Leader provides a framework to empower courage and guide the process while simultaneously tapping the emotional energy and talent of the community. It draws on the Power of Good in individuals as a catalyst to transform concern into action.

Most Requested Presentations

All Fundraising is Still Personal

How Personal Relationships Still Matter in This Age of New Media

New Media experts believe the wave of the future is through blogging your thoughts, texting acquaintances and visiting virtual realities. But our world is real, not virtual, and we can't solve real world problems with virtual solutions. This presentation shows how we harness the boundless enthusiasm and deep feelings of the human heart through personal relationships.

You will discover:

- ◆ Why personal relationships are critical for community change
- ◆ How to find the balance between high tech and high touch
- ◆ When you know your core values, you find the courage to lead change
- ◆ The six key steps to building your personal trust assets

Go Fish:

How to Catch (and Keep) Contributors

Relationship fundraising is cost effective, the return is high, and the results can be immediate. But for it to work, you must understand why people give money. Just as different fish require different bait and equipment, different people need different approaches. This presentation explains relationship fundraising and how to help each donor move from concern to cash.

You will discover:

- ◆ The secrets of building a fundraising machine
- ◆ How to build a powerful finance team
- ◆ How to organize fundraising events that actually raise money
- ◆ How to ask for money, even if you hate to
- ◆ How to network your way to cash
- ◆ There's no place like home when it comes to raising money

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About Nancy Bocskor

Nancy Bocskor helps individuals and organizations raise money and win campaigns – without losing their souls, savings or sanity. Her mission, in the United States and internationally, is to teach citizens how to communicate with passion to affect change in their communities.

Her current projects include working with CLIME (the Center for Liberty in the Middle East) to launch a Women's Activism Institute in North Africa and the Middle East, and setting up a young women's leadership program for the Navajo Nation called the "Window of Hope" Foundation. She is an adjunct professor at George Washington University's Graduate School of Political Management where she teaches both an online and a "live" fundraising course.

Nancy started her political career in the office of then-freshman Congressman Newt Gingrich. Last year, her career came full circle when she was appointed as education director for American Solutions, whose founder and General Chairman is Newt Gingrich. In that capacity, Nancy was responsible for recruiting and training thousands of volunteers to help organize interactive Solutions Day workshops in their communities. She has served as a chief of staff on Capitol Hill, as a campaign manager, as a fundraiser and as a political educator.

In 1990, Nancy started The Nancy Bocskor Company, a political consulting firm specializing in training for officeholders, candidates and campaign workers, and fundraising for Members of Congress.

Nancy has taught campaign schools in all 50 states and many foreign countries, and consistently receives top marks for her innovative techniques and her humorous anecdotes.

Nancy was selected by the Foundation for the Defense of Democracies as a "mentor" to women candidates from the Middle East., where she spent a week in Turkey training more than a dozen candidates from Jordan, Morocco and Algeria. One of her candidates was the top woman vote getter in Jordan and is now a member of the Parliament. She conducted a three-day leadership conference for women from Belarus in late 2007, and taught 100 attendees from 30 countries at an International School of Fundraising held in England in 2008.

Testimonials

"Thank you for your most informative presentation, *All Politics is Still Personal*. With the wonderful technology we have today, I believe political parties have gone "overboard" depending on the technology and forgotten completely that "all politics is still personal." The human factor is the most important ingredient."

*Diane M. McGlinchey
Huntington Beach, CA*

"Ms. Bocskor knows how to fascinate her audience with both her knowledgeable and entertaining presentational style. The audience greatly appreciated her frank and straightforward way of presenting... Due to her broad international experience, Ms. Bocskor knows how to discern the differences between campaigning in the U.S. and abroad. Thus she delivered a presentation that was tailor-made for her audience."

*Christian Schwæ
Konrad Adenauer Foundation*

Selected Clients

- ◆ The American Medical Association
- ◆ Building Industry Association of Washington State
- ◆ Independent Insurance Agents
- ◆ National Association of Home Builders
- ◆ The National Association of Women Business Owners
- ◆ National Confectioners Association
- ◆ The National Foundation of Women Legislators
- ◆ The National Association of Independent Insurers
- ◆ National Association of Realtors

Teaches Classes At

- ◆ George Washington University Graduate School of Political Management
Spring and Fall 2008: Fundraising
GSPM Online: Fundraising
Fall 2006: Strategy and Message
Fall 2007: Executive Fundraising
- ◆ American University
Spring 2004: Political Fundraising
Fall 2006: Political Fundraising

Has Spoken To

- ◆ Harvard University
Kennedy School of Government
Women's Leadership, Fundraising
- ◆ Yale University
The Women's Campaign School at Yale University
All Politics is Still Personal
Go Fish: How to Catch (and Keep) Contributors
- ◆ Georgetown University
The Fund for American Studies
Fundraising
- ◆ San Diego State University
Women's Leadership Program
Fundraising
- ◆ University of Texas
The Annette Strauss Institute
Fundraising
- ◆ American University
Campaign Management Institute
Event Planning
Women and Politics Institute
Women's Leadership and Fundraising
- ◆ Gettysburg College
Eisenhower Institute
The Path to Passion Driven Leadership
- ◆ The University of Maryland
Department of Political Science
Go Fish: How to Catch (and Keep) Contributors