

SHINING IN LOUISVILLE

Survey Results Inspire Launch of Innovative Leadership School

Earlier this year, the NFRW Public Relations Committee conducted an extensive survey of NFRW members to identify areas of concern and opportunities for change at the local, state and national levels to retain current members, bring back former members and gain new members.

The results, which were startling, showed a tremendous need for more leadership opportunities and training. (See the survey results at www.nfrw.org/documents/survey/pulse_point.pdf).

Enter NFRW Member-at-Large Martha Jenkins. Jenkins had met long-time consultant Nancy Bocskor years ago and had invited her to teach a fundraising workshop in Raleigh. She knew of Bocskor's passion to help women succeed in public service, so she set up a conference call between Bocskor and the NFRW.

NFRW President Rae Chornenky was looking for an innovative and inspiring program to launch at the convention in Louisville—one that women would want to



ONE-ON-ONE—Fundraising expert Nancy Bocskor, right, visits with Jeanita McNulty, left, and Lisa Ott, both of Iowa, following the successful all-day seminar, “Message, Money and Motivation: Preparing to Lead.”

► **EDITOR'S NOTE** “Message, Money and Motivation: Preparing to Lead,” an all-day leadership school, was presented for the first time at the NFRW's 37th Biennial Convention. Download materials from this seminar at www.nfrw.org/programs/convention/leadership.htm.

attend, and Bocskor had a long history working with the NFRW to conduct training programs.

The idea: bring together top experts in the world of public speaking, fundraising and grassroots advocacy and build a sell-out workshop on Friday, Sept. 20.

Executive speech coach Deb Sofield of Greenville, S.C., was the kick-off speaker.

“What a great way to start our day with public speaking skills that can help you, as a leader, change the way others hear your message,” Sofield observed. “Together we can reach smart, intelligent and bright women and help them find their place within the Republican Party.”

Sofield shared her “15 Rules of the Road” with attendees. “If you remember these rules as you speak to others, you'll build your club and provide the communications skills women need to run for public office.” Sofield is the author of “Speak Without Fear.” Her web site is www.debsofield.com.

Bocskor, who teaches fundraising at the Graduate School of Political Management at George Washington University, presented “The Art (and Science) of Mak-



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ing the Ask,” with an emphasis on storytelling. “I always remind participants that your wallet is closer to your heart than your head. Your ability to make an emotional appeal to potential donors can move them from concern to passion to cash.”

Bocskor, the author of “Go Fish: How to Catch (and Keep) Contributors,” also spoke at two of the Saturday workshops, teaching participants “how to ask for money (even if you hate to!)” Her web site is www.nancybocskor.com. She lives in Arlington, Va.

The final speaker was grassroots expert Karen Johnson of Alexandria, Va. “Since its inception, NFRW has provided grassroots support and outreach for the GOP. In this era of Facebook, 527s and YouTube, the personal validation and support that the NFRW brings to a campaign is more vital than ever,” Johnson said.

As the Republican Party works to expand its base of voters, no party affiliate is better positioned than the NFRW to connect with individuals, communities and organizations.

“The NFRW has been a steadfast partner of the RNC for nearly a century. I cannot imagine a time in either organization’s history when that partnership is more crucial than it is today,” said Johnson, former NFRW political director.

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clubs have the opportunity to build bridges in their communities to service clubs, church members, professional women’s organizations and other groups,” Johnson concluded.

As one participant summed up: “I loved Friday’s leadership school. There are many campaign workshops offered through our state party, so this was a great alternative.” §



PHOTO: BRENNNA TYSINGER

SPEAKING WITHOUT FEAR—Pictured top left, Sylvia Gilmour and Sylvia Morales, both of Oklahoma, and Rosemary Licata and Beatrice Restifo, both of California, enjoy executive speech coach Deb Sofield’s presentation at the NFRW Leadership School. Above, Sofield shares her “15 Rules of the Road” for public speaking.