



IUPUI THE FUND RAISING SCHOOL

LILLY FAMILY SCHOOL OF PHILANTHROPY

FUNDRAISING FROM THE BUSINESS SECTOR

After completion of this course, the learner will:

1. Understand the scope of the business sector's support of the philanthropic sector through charitable donations and sponsorships
2. Understand the unique values exchange of business sector charitable giving
3. Know the many types of charitable gifts from the business sector to nonprofits
4. Prepare to fundraise from the business sector and create an action plan
5. Speak the language of business and communicate the unique aspects of fundraising from the business sector

DAY 1

8:00-8:30	Registration
8:30	Opening Course Introduction and Objectives Participant Introductions and Expectations
9:15	The Landscape of Corporate Philanthropy Today
10:15	<i>BREAK</i>
10:30	Models of Corporate Philanthropy Values Exchange
12:00	<i>LUNCH</i>
1:15	Types of Gifts / Vehicles for Corporate Giving
3:00	<i>BREAK</i>
3:15	Corporate Approaches to Philanthropy Cause Marketing Shared Value
5:00	ADJOURN

Day 2

- 8:30am Review and Reflect
- 9:00am Fundraising from the Business Sector
 The Fundraising Cycle
 Gift Acceptance Policies
 Constituent Circles
- 10:15 *BREAK*
- 10:30 Qualifying Prospective Donors
- 12:00 *LUNCH*
- 1:15 Speaking the Language of the Business Sector
 Networking
 Timing
- 3:00 *BREAK*
- 3:15 Action Plan
 Develop an individualized checklist/plan to guide your
 organization's corporate fundraising efforts
- 4:30 Course Wrap Up & Reflections
 Evaluation of Expectations
 Course Evaluations
 Graduation
- 5:00 *ADJOURN*