



IUPUI THE FUND RAISING SCHOOL

LILLY FAMILY SCHOOL OF PHILANTHROPY

FUNDRAISING FOR SMALL NONPROFITS

Course Objectives:

1. Learn primary principles and techniques of fundraising
2. Apply fundraising techniques to the context of a smaller-budget nonprofit
3. Develop recruitment strategies to grow your fundraising team
4. Devise an action plan to effectively fundraise for your charitable organization

DAY 1

8:00-8:30	Registration
8:30	Opening Course Introduction and Objectives Participant Introductions and Expectations
9:15	Today's Philanthropic Landscape
10:15	<i>BREAK</i>
10:30	The Fundraising Cycle / The Six Rights of Fundraising The Right Reason: Case for Support Mission Statements
12:00	<i>LUNCH</i>
1:15	The Right Gift Gift Range Charts Fundraising Readiness Assessment
3:00	<i>BREAK</i>
3:15	The Right Person Staff Board of Directors Volunteers Developing Constituencies
5:00	ADJOURN

Day 2

- 8:30am Review and Reflect
- 9:00am The Right Amount: Ability
 Qualifying Prospective Donors
 The Right Time
- 10:15 *BREAK*
- 10:30 Making the Philanthropic Request
- 12:00 *LUNCH*
- 1:15 Overview of Other Fundraising Opportunities
 Philanthropic Foundations
 Corporate Giving
 Special Events
 Online Giving
 Major Gifts
 Planned Giving
- 3:00 *BREAK*
- 3:15 Action Plan
 Develop an individualized checklist/plan to guide your
 organization's fundraising efforts
- 4:30 Course Wrap Up & Reflections
 Evaluation of Expectations
 Course Evaluations
 Graduation
- 5:00 *ADJOURN*