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 BREAK

10:30 The Fundraising Cycle / The Six Rights of Fundraising
   The Right Reason: Case for Support
   Mission Statements

12:00 LUNCH

1:15 The Right Gift
   Gift Range Charts
   Fundraising Readiness Assessment

3:00 BREAK

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