The contents of this workbook follow in sequence with the course delivery. Use the page numbers next to each module for easy reference.
Day Two

8:30  The Annual Fund Program – pg. 77
      Cube: Vehicles

10:00  Break

10:15  Building the Base of Support – pg. 93
      Focus on digital fundraising, direct mail, and special events
      Cube: Vehicles

11:45  Lunch

1:00  Prospective Donor Research and Major Giving – pg. 115
      Cube: Vehicles

2:45  Break

3:00  Solicitation Exercise – pg. 141
      Cube: Dynamic Functions

5:00  Adjourn

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