



Northsky Nonprofit Network is a non-profit management support program of Rotary Charities of Traverse City that assists Northern Michigan nonprofit organizations in strengthening their capabilities through capacity building and sustainability support.

This professional development series is for nonprofit leadership, volunteers and board members.

Presenters:

Pamela W. Evans, Program Manager from Northsky, is a lead consultant with over 25 years of experience with profit organizations. Pam attended Indiana University's School of Fundraising and is a certified business counselor with the Michigan Small Business Association.

Kathleen L. Lievense, from The Summit Group, Consultants in Philanthropy, has 28 years of experience in fund development. Kathy has served as an active member of The National Committee on Planned Giving, Association of Fundraising Professionals, and Northern Michigan Charitable Giving Council. Kathy holds the professional designation of Certified Fund Raising Executive (CFRE).



"Before you are a leader, success is all about growing yourself.... When you become a leader, success is all about growing others."

- Jack Welch

PO Box 678
Harrison, Michigan 48625

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E-mail: admin@clarecountyenterprise.org

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**CLARE COUNTY
ENTERPRISE
COMMUNITY**

Nonprofit Fundraising Strategies



March 19, April 16, May 21
Clare-Gladwin RESD

www.clarecountyenterprise.org

NONPROFIT FUNDRAISING STRATEGIES

The Art of Fundraising: A Fundraising Boot Camp for Nonprofit Organizations

Fundraising tools, techniques, and terminology. Participants will receive definitions and instructions on the range of fundraising approaches including events, house parties, experiential program sessions and tours, donor meetings, mailings, and internet strategies. The session will include an overview of infrastructure needs for successful fundraising including donor software, website requirements, policies & procedures, and case statements. This is a hands-on session and participants will complete skill building exercises. Participants will receive templates for creating a fundraising plan, writing a case statement, and creating a fundraising budget.

**Friday, March 19, 2010
9:00am to 4:00pm**



WORKSHOP DATES:
March 19, April 16, May 21

WORKSHOP LOCATION:
Clare-Gladwin RESD
4041 Mannsiding Rd
Clare, MI 48617

Crafting the Case Statement

Discussion of uses for a case statement, review the key elements to be included in a compelling case statement, writing and editing tips, and review examples. Participants will practice developing their own case statement. Participants are encouraged to bring their current case statement and share it with the group.

**Friday, April 16, 2010
9:00am to 12:00pm**

Designing a Successful Annual Giving Program

An overview of annual giving approaches and techniques, a systematic approach to creating an annual giving plan, sample donor solicitation letters, and recommendations as to how to upgrade annual donors. We'll discuss how to use a donor-centered approach that will help nonprofit leaders build a lasting relationship with donors.

**Friday, April 16, 2010
1:00pm to 4:00pm**

Creating a Masterpiece - Target Success with Major Donors

An overview of what is a major donor, why major donors represent the high leverage opportunity for many fundraising programs, how to identify prospects and increase average dollar per donation. Participants will learn how to prepare for donor meetings, prepare proposals, and conduct "the ask."

**Friday, May 21, 2010
9:00am to 12:00pm**

Program Registration

| Sign up for: | Price |
|--|----------|
| <input type="checkbox"/> Full Program | \$150.00 |
| <input type="checkbox"/> The Art of Fundraising ONLY | \$ 75.00 |
| <input type="checkbox"/> Case Statement / Annual Giving | \$ 75.00 |
| <input type="checkbox"/> Crafting the Case Statement ONLY | \$ 50.00 |
| <input type="checkbox"/> Designing A Successful Annual Giving Program ONLY | \$ 50.00 |
| <input type="checkbox"/> Creating A Masterpiece ONLY | \$ 50.00 |
| <input type="checkbox"/> Late Fee after March 15, 2010 | \$ 10.00 |

Subtotal _____

Total: _____

Name _____

Organization _____

Address _____

Phone _____

Email _____

Method of Payment

Check Enclosed

Bill Me

Cancellation Policy:

No refunds after March 15.
Substitutions acceptable.

Send registration form and check made payable to:

CLARE COUNTY ENTERPRISE COMMUNITY

PO Box 678
Harrison, Michigan 48625

Phone: 989-539-7805

Fax: 989-539-2791

E-mail: admin@clarecountyenterprise.org