

Constructing a Fund Raising Shop

DATE: TUESDAY, JUNE 11TH 2013

Location:

Congregation Bnai Yeshurun
641 West Englewood Avenue
Teaneck, New Jersey 07666
In the Social Hall

Presenter:

Norman B. Gildin, President, Strategic Fundraising Group LLC

Sign-in & Refreshments:

12:30 P.M.

Program Time:

1:00 P.M. - 4:00 P.M.

Overview:

There are times when Development executives or volunteers of not-for-profit organizations are thrust into their fund raising roles because of "circumstances." Their heart and loyalty is clearly with the cause they chose, but their skill levels may not be up to the challenge. This seminar will focus on the building blocks you need to construct your fund raising shop, especially when undertaking the serious job of fund raising on behalf of the not-for-profit organization.

Goal:

To learn the key elements necessary to have in place when building your fund raising department.

Objectives:

- To establish the basic organizational principles of fund raising - an overview - the "Big Picture"; working with volunteers.
- To be taught the KISS method of strategic planning in fund raising.
- To understand four types of fund raising and what is and is not applicable to your Development shop.
- To hear about the vital role of PR and Marketing with fund raising.
- To comprehend what motivates today's donor to give.

- To learn about the main sources of fund giving and the culture of philanthropy.
- To appreciate the significance of peer-to-peer fund raising.
- To examine the value of different types of donor recognition.
- To review the importance of record keeping and acknowledgments.
- To consider the UNTHINKABLE: will tax deductions be here tomorrow?

Target Audience:

This seminar is appropriate for Development executives, volunteers, board members, administrators, and all those involved in fund raising on behalf of a not-for-profit organization.

Please note: Advance registration is required.