

FUND DEVELOPMENT OVERVIEW

About the Workshop

This eight-module workshop is critical for individuals that are responsible for creating the Fund Development Plan for their organizations, as well as adult learners and professionals in charge of their organization's fundraising activities. The curriculum is designed to reflect emerging trends and new information, including comprehensive, diversified, and focused fundraising plans for non-profits. It also highlights information on moving events to virtual formats, as well as information on special events and grants. The curriculum offers conceptual learning and experiential activities and allows for participants to work on their organization's fund development plan during the program.

Modules

Module 1 – Terms and Trends

An introduction to Fundraising and Fund Development, including current trends.

Module 2 – Defining the Message

Delve into the Mission of your organization and create a case statement for creating lasting relationships with donors.

Module 3 – First Time Giving and Annual Repeat Giving

A deeper look at the Donor Pyramid, Donor Lifestyle, motivations for giving, and effective donor management strategies.

Module 4 – Consistent Donors, Major Gifts and Planned Giving

Continuing to move up the Donor Pyramid, how to attract, retain and build relationships with these donors.

Module 5 – Earned Income

A look at other revenue generation, fee-for-service activities, programs and services that fit with your organization's mission and mandate.

Module 6 – Corporate Sponsorships & Donations, Foundation & Government Grants

Understand the difference between sponsorships and donations; learn what corporations, foundations, and governments are looking for in your project/program proposals.

Module 7 – Stewardship & Renewal

Understand Donor Stewardship and the relationship to moving donors up the Donor Pyramid.

Module 8 – Strategic Review

Taking the information and learnings from the seven previous modules to create a plan with priorities and goals for your organization's fund development.



Cost: Individual Modules
\$65 each; Package Price
(8 modules) \$349

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www.KCR.ca or call
250-763-8008.



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