

# FUND DEVELOPMENT OVERVIEW

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Are you seeking to gain a higher level of understanding in non-profit fundraising? Is it your goal to develop a culture of fund development within your organization? Are you responsible for creating the Fund Development Plan for your organization? If you answered yes to any, or all, of these questions, then the Fund Development Overview is for you!

With funding from the Central Okanagan Foundation, KCR Community Resources is offering a completely revised eight-module Fund Development Overview workshop starting October 5. The curriculum is updated to reflect current and emerging trends, including comprehensive, diversified, and focused fundraising plans for non-profits. It also highlights information on moving events to virtual/hybrid formats, as well as information on special events and grants. The curriculum offers conceptual learning and experiential activities, and participants will be able to work on their organization's fund development plan during the program.

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## Modules

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### **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

Register today at  
[www.KCR.ca](http://www.KCR.ca) or call  
250-763-8008.



**KCR**

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