Fund Development:
Fundraising for the Nonprofit Professional

July 7 - 30, 2015
Tuesdays and Thursdays* from 10 a.m. – Noon
8 sessions on campus at FVCC for $125

An incredible deal!

Feeling scattered or unconfident in the fundraising efforts of the nonprofit you serve? This 16-hour course was designed in response to survey results from local nonprofits. Learn from a variety of fund development experts and leave with the knowledge, skills, tips and techniques to develop and implement a comprehensive fund development program at your nonprofit. Each class builds on the previous, and you would complete the course with a fund development plan, customized to your organization.

Understanding Why Donors Give
Matching the Right Fundraising Revenue Stream for Your Organization
Ensuring Your Fundraising is Right & Legal
Involving the Board, Program Staff & Volunteers in Fundraising
Finding Your Organization's Friends and Donors
Cultivating Ongoing Donors
Funding for Long-term Sustainability
Creating Your Fundraising Plan

Your Facilitator: Chany Ockert is passionate about transitioning organizational vision into reality through consulting and hands-on implementation through her practice, Serving Flathead Nonprofits. She is facilitating this courses based on surveys with local nonprofits.

If there are dates you cannot attend, you may send a substitute from your organization for that session.

*** The low cost of this training is made possible by tuition waiver dollars provided by The Applied Materials Foundation.**

Register online at fvcc.edu/continuing-education. Go to Non-Credit Classes & Registration, Finance. For more information or questions, contact the FVCC Continuing Education Center at (406) 756-3832 or ceinfo@fvcc.edu.
15M PDTP 9022A • ATB Rm 251

Flathead Valley Community College

APPLIED MATERIALS

FLATHEAD nonprofit development partnership

Fund Development:
Fundraising for the Nonprofit Professional

Understanding Why Donors Give – July 7: Fundraising is all about relationships. Understanding donor motivations will assist you in building relationships for the long-term with your donors. Focus on using donor motivations and research, framing effective messaging, and building and stewarding the best relationships with donor personalized to their preferences with ongoing stewardship.
Instructor: Ruth Ackroyd, Formerly with the Flathead Valley Community College Foundation

Matching the Right Fundraising and Revenue Stream for Your Organization – July 9: Most nonprofits face limited budgets and cannot afford to waste time and money on ineffective fundraising. Explore the fund development and revenue streams. Learn from a current Executive Director as she discusses how the organization she serves made the transition to diversify their funding. Focus on an overview of the types of fundraising streams (annual appeals, major donor, legacy & planned giving, endowments, donor pyramid and more) and considerations in making a funding stream transition. **Instructor:** Shareen Springer with the Center for Restorative Youth Justice

Involving the Board, Program Staff and Volunteers in Fundraising – July 14: Not only is fundraising alone difficult, but it is ineffective in the long-term. Expand the reach of your fundraising through creating a culture of philanthropy among the Board, staff and volunteers. Focus on supporting and training them in fundraising and personal skills.
Instructor: Jane Ratzlaff of Ratzlaff Consulting

Finding Your Organization's Friends & Donors – July 16: Nonprofits don't throw parties for the sake of parties. Learn how to utilize ambassador programs, corporate giving programs and special events to build your donor base. Focus on 'friendraising' through special events and sponsorships as well as ambassador programs and return on investment.
Instructors: Panel of current and former Intermountain staff - Dave Creamer, Kyle Waterman, and Amanda Creamer

Cultivating Ongoing Donors – July 21: It is more effective to retain a donor than to find a new donor. Discover how to cultivate donors through annual, monthly and major donor programs. Focus on annual appeals, major donor programs, monthly giving, and moves management.
Instructor: Tagen Vine of the Kalispell Regional Healthcare Foundation

Funding for Long-term Sustainability – July 23: Learn about the long-term strategies for financial sustainability. Explore how to plan for capital campaigns, legacy and planned giving and endowment building. Focus on capital campaigns and how endowments and planned giving support facility expansion.
Instructors: Karin Olsen of Carroll College

Ensuring Your Fundraising is Right & Legal – *FRIDAY, July 24: Scandal around unscrupulous fundraising tactics and misuse of donor dollars has led to increased scrutiny and regulation of charities. Learn applicable fundraising laws and the steps you can take to mitigate the risk of scandal, regulatory enforcement, and lawsuits. Focus on rules relating to charitable solicitation, raffles, gift acceptance & acknowledgment, and restricted gifts.
Instructor: Laura Hoehn of Trister, Ross, Schadler & Gold **(NO SESSION JULY 28)**

Creating Your Fundraising Plan & Evaluate If It's Working – July 30: In this final class, you will learn how to create, implement and evaluate your future planning. You will also write your fund development plan for the next year. Focus on development planning and implementation, use of donor databases & reporting, and evaluation of fundraising activities. **Instructor:** Colleen Unterreiner of the Flathead Valley Community College Foundation