

2006 Fund-Raising Fundamentals

Date	Curriculum/Instructor	Course Description
February 7	Demographics/Direct Mail John McIlquham Publisher The NonProfit Times Jayna Tutino Consultant Semple Bixel Associates, Inc.	<i>What are the characteristics of your donors?</i> Find out more about your donor base and learn new approaches for reaching out to them. Since direct mail is the medium of choice for building donors and friends, basic components of direct mail and approaches will be covered.
February 14	Public Relations Jerry Enis Consultant Herbert George Associates, LLC	<i>Does your target constituency understand your mission?</i> Communicating mission is a key ingredient in a successful fundraising strategy. Learn how to translate your mission into meaningful media coverage and how to tailor your message for diverse media targets.
February 21	Designing an Annual Giving Program Jane M. Boyle VP, Development Holy Name Hospital	<i>Does your annual giving program lack pizzazz?</i> Plan, organize and manage an effective Annual Giving Program.
February 28	Prospect Research Maria Semple Principal, The Prospect Finder Consultant, Semple Bixel Associates, Inc.	<i>Who are your major donor prospects and what are their interests?</i> Learn how researching your donor prospects can yield more meaningful gifts for your organization. We will discuss the print, CD-ROM and online resources widely used by prospect researchers.
March 7	Volunteer Board Development Philip Salerno, III, CFRE Executive Director Children's Specialized Hospital Foundation	<i>Is your board committed to your programs, services and fund raising?</i> "A strong board will insure the future success of your organization. Learn the skills you need and a proven process to develop a passionate, committed and productive leadership team."
March 14	Special Events June Launay VP, Marketing & Brand Strategy United Way of Essex and West Hudson	<i>Is your time consumed with organizing events that cost more than they make?</i> Determine how to select events that will work for you and learn key factors for planning.
March 21	Proposal Preparation Margaret J. McLean, CFRE Fund Raising Consulting and Research Information Services	<i>Are you receiving foundation and corporate dollars from your written proposals?</i> Learn the basic components of a proposal and approaches that lead to becoming a successful grant recipient.
March 28	Capital Campaigns Cheryl Stanley Senior Consultant Semple Bixel Associates, Inc.	<i>What does it take to run a successful capital campaign?</i> Find out how to plan, organize and conduct a capital campaign, including the benefits of a feasibility study, goal setting, and volunteer training.
April 4	Planned Giving Nancy Felix Director NYC Regional Office, Dartmouth College	<i>Has your planned giving program moved beyond the planning stage?</i> This session will discuss the marketing and volunteer involvement in moving a planned giving program to the next level.

