

PRINCIPLES OF SUCCESSFUL FUND-RAISING

**NEW LEARNING OPPORTUNITIES TO HELP YOU
RAISE MORE MONEY Beginning January 25, 2012**

Since 1988, Resource Development Network's Principles of Successful Fund-Raising has been a trusted point of learning for the nonprofit community. "Alumni," comprising more than 3,500 development professionals and volunteers,* testify to the program's consistent delivery of:

- ⇒ Common-sense strategies that every organization can employ;
- ⇒ Cutting-edge solutions to fund-raising challenges;
- ⇒ Take-back-to-the-office planning tools, checklists, and worksheets;
- ⇒ Dynamic faculty, interactive formats;
- ⇒ Diverse participants and outstanding networking opportunities;
- ⇒ Convenient location, free parking;
- ⇒ Fair pricing, strong return on investment.

Although the principles upon which the program was built remain constant, the fund-raising environment does not. In response, Principles of Successful Fund-Raising 2012 features an expanded scope, updated content, and attractive pricing options.

So, if you want to ensure greater results for your organization, advance your understanding of philanthropy, or explore the nonprofit sector as a new career, Principles of Successful Fund-Raising is for you.

* Visit www.rdnonline.com/pages/seminars to view a list of representative organizations and read what attendees say about the Principles of Successful Fund-Raising experience.

The Principles of Successful Fund-Raising

15 Comprehensive Sessions

Each 3-hour session focuses on a singular fund-raising concept and provides a substantive base of knowledge, insight to the philanthropic marketplace, and opportunities to learn from the experiences of peers. Seminars are taught by experienced fund-raising professionals willing to share the knowledge, strategies and tools they, themselves, use.

WHO SHOULD ATTEND •Development professionals and staff

- Executive Directors
- Career changers
- Board members
- Fund-raising volunteers

WHEN:

Block A: 5 Consecutive Wednesdays, 9:00 a.m.-12:00 noon
January 25, 2012-February 22, 2012

Block B: 5 Consecutive Thursdays, 9:00 a.m.-12:00 noon
April 5, 2012-May 3, 2012

Block C: 5 Consecutive Tuesdays, 9:00-12:00 noon
September 11, 2012-October 9, 2012

WHERE:

I-77 at Rockside, University of Phoenix (Crown Center building)
5005 Rockside Road, Independence, Ohio 44131(free parking)

TUITION:

\$50 per session

Enroll in any 3 (A,B, or C), attend 1 additional session at half price

Enroll in any 5 (A or B), attend 1 additional session free

SPONSOR: Resource Development Network, Inc.

REGISTRATION:

Online: rdnonline.com/pages/seminars

Mail, fax, email, or call Karen Owens, Class Coordinator:

Resource Development Network, Inc.,

Principles of Successful Fund-Raising

37201 Rogers Road, Willoughby Hills, Ohio 44094-9128

Voice: 440-951-4284 • FAX: 440-951-0117

"New to fund raising, I faced a learning curve that was a sheer vertical. Resource Development Network gave me a way to climb. The Principles of Successful Fund-Raising workshop clearly explained the many facets of development and provided practical hands-on tools. The excellent training, the encouragement of peers and the fantastic resource file equipped me to be effective in building relationships."

"The Principles of Successful Fund-Raising class was educational and fun at the same time . . . not the usual boring lectures. Ideas presented by the knowledgeable instructors have been used frequently. It was also helpful hearing what events, ideas, and projects work for other class participants."

"...One of the most useful additions to my professional portfolio. The class was extremely thorough and I continually call on what I learned in my day-to-day work. The presenters were excellent and the information both timely and timeless. Thank you for this wonderful tool."

2012 CLASS DESCRIPTIONS

**Wednesday
January 25
9:00 - 12:00**

A1: Connect Today, Thrive Tomorrow Do you have a strategy to help your organization survive today's challenging environment? What are you doing to position your organization for better times? Join us as we explore two foolproof and mutually-reinforcing strategies for setting your organization on a path to short-term and long-term fund-raising success.

**Wednesday
February 1
9:00 - 12:00**

A2: Development Audit: Your Secret Weapon Are you attracting the level of support your organization needs to address its mission? Will you keep pace with the expanding need for gift income? Where should your efforts be focused? You'll answer these questions – and many more – as we explore the benefits and elements of a Development Audit as an assessment/planning tool.

- Wednesday
February 8
9:00 - 12:00** **A3: What You Don't Know Can Hurt You** Knowing your donors and your prospective donors is critical to competing in today's environment. In this session you'll examine the fundamentals of research, including best practices, effective tools, and donor-friendly results.
- Wednesday
February 15
9:00 - 12:00** **A4: Forming Corporate and Foundation Alliances** The key to securing corporate and foundation gifts is to create win-win opportunities for your organization and the funders you are approaching. This session will focus on unlocking those opportunities through research, relationship building, effective proposal preparation and follow up.
- Wednesday
February 22
9:00 - 12:00** **A5: Leveraging Your Special Events** Special Events become cost effective when they serve multiple objectives. In this session you'll learn how to design events that help attract new donors, motivate current donors, expand commitment to your mission, and create a surefire path to major gifts.
- Thursday
April 5
9:00 - 12:00** **B1: The Incredible Perennial Fund** The foundation of all successful fund-raising programs is regular, consistent, and repeat giving (also known as "annual giving"). This session will examine strategies for expanding your base of support, increasing donor retention and generating increased gifts.
- Thursday
April 12
9:00 - 12:00** **B2: Building Your Financial Literacy** In this two-part session you'll (1) learn what you need to know about your 990 and why you need to know it before you meet with a donor/ prospect, and (2) increase your understanding of today's philanthropic tools and the motivations and expectations of the donors who use them.
- Thursday
April 19
9:00 - 12:00** **B3: Facebook, Twitter, MySpace, You Tube: What's the Buzz?** Social media has become an important marketing and communications tool for nonprofits of all sizes. Are these programs really effective in fund raising? Join this discussion and learn how to evaluate these communication tools and how you can best use them in your fund-raising mix.
- Thursday
April 26
9:00 - 1:00** **B4: How to Raise It When You're Not Going to Spend It** Endowment dollars represent both the ultimate in sustainability and the most formidable of fund-raising endeavors. This session explores proven strategies for building endowment, how to articulate its value to potential donors, and ground-breaking research that will help you identify your best prospects.
- Thursday
May 3
9:00 - 12:00** **B5: Building a Major-Gift Program** Whether your organization considers a major gift to be \$10,000, \$100,000, or \$1 million, the surest way to secure such gifts is the development and execution of a plan of action. In this session, you'll learn why a major-gift program is important to (and feasible for) any organization and what it takes to build and sustain it.
- Tuesday
September 11
9:00 - 12:00** **C1: Planned Giving Demystified** Is your organization engaged in planned giving? Should it be? Whether you're the "lone ranger" or part of a team, this session will (1) demonstrate how you can establish or grow a planned giving program (at very little expense) and (2) help you understand your role in obtaining these gifts.
- Tuesday
September 18
9:00 - 12:00** **C2: Fearless Fund Raisers** Organizations thriving in this economy have one very powerful resource: trustees who are great fund-raisers. This energizing session will help you unleash your board members' prowess to attract generous, loyal donors—and enjoy doing it.
- Tuesday
September 25
9:00 - 12:00** **C3: Nonprofit Websites: What Works and Why** For many development offices overburdened with too many responsibilities, the website may be the last thing staff think about. Learn how TechSoup and Open Source Content Management Systems (CMS) make this arduous task more doable.
- Tuesday
October 2
9:00 - 12:00** **C4: Building Donor Loyalty** Donors are loyal to charities who lead the way, connect emotionally, and provide relevance and meaningful experiences. During this session you'll evaluate your donors' giving experience and obtain real-world tips and techniques for enhancing it.
- Tuesday
October 9
9:00 - 12:00** **C5: Ready, Set, Ask** Nonprofits that employ best practices of personal solicitation raise significantly more money than those that don't. This session will examine the strategic process of face-to-face solicitation from making the appointment to "closing" the gift.

► **FOR MORE DETAILS ON CONTENT AND FACULTY, VISIT www.rdonline.com/pages/seminars OR CONTACT CLASS COORDINATOR KAREN OWENS, 440-951-4284 OR karen@rdonline.com**

Register now by mail, fax (440-951-0117) or online
www.rdnonline.com/pages/seminars

Principles of Successful Fund-Raising

Please route to:

- Executive Directors**
- Development staff**
- Fund-raising volunteers**
- Board members**

Please Post

“As a rookie development officer, this course gave me the solid foundation I needed to hit the ground running. The professional, friendly instruction provided sound advice and strategies on how to best focus time and resources to make the greatest long-term impact. The reference materials are timeless . . . I refer to them often.”

Registration Form: The Principles of Successful Fund-Raising 2012

Complete and mail to Resource Development Network, 37201 Rogers Road, Willoughby Hills, OH 44094 or fax to 440-951-0117. You can also register at www.rdnonline.com/pages/seminars. All registrations will be acknowledged.

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|---|--|--|---|---|
| <input type="checkbox"/> A1 Jan. 25, 2012
Connect Today
Thrive Tomorrow | <input type="checkbox"/> A4 Feb. 15, 2012
Forming Corporate
& Foundation Alliances | <input type="checkbox"/> B2 April 12, 2012
Financial Literacy | <input type="checkbox"/> B5 May 3, 2012
Major Gifts | <input type="checkbox"/> C3 Sept. 25, 2012
Nonprofit
Websites |
| <input type="checkbox"/> A2 Feb. 1, 2012
Conducting a
Development Audit | <input type="checkbox"/> A5 Feb. 22, 2012
Special Events | <input type="checkbox"/> B3 April 19, 2012
Social Media | <input type="checkbox"/> C1 Sept. 11, 2012
Planned Giving | <input type="checkbox"/> C4 Oct. 2, 2012
Building Donor
Loyalty |
| <input type="checkbox"/> A3 Feb. 8, 2012
Prospect Research | <input type="checkbox"/> B1 April 5, 2012
Annual Fund | <input type="checkbox"/> B4 April 26, 2012
Endowment | <input type="checkbox"/> C2 Sept. 18, 2012
Fearless Fund-Raisers | <input type="checkbox"/> C5 Oct. 9, 2012
Ready, Set, Ask |

Name: _____

Title: _____

Organization: _____

Address: _____

City, State Zip: _____

Phone: _____ **Fax:** _____

Email: _____

SPACE IS LIMITED.

Registrations and payments must be received by:

January 13 for Series A sessions (1/25/12 - 2/22/12)

March 23 for Series B sessions (4/5/12 - 5/3/12)

August 24 for series C sessions (9/11/12 - 10/9/12)

Please make checks payable to Resource Development Network, Inc.