



516 Second Street, Suite 214
Hudson, WI 54016

**A WORKSHOP FOR
NONPROFIT LEADERS
AND STAFF**

FUNDRAISING CERTIFICATION SERIES

**A ten-session series
offered over
nine months.**

February - October 2009

WITC Cashman Conference Center
1019 South Knowles Avenue
New Richmond, WI

Non Profit Org.
U.S. Postage
PAID
Hudson, WI
Permit No. 420

About the Series

Fundraising is vital to the success of any nonprofit organization. This ten-part series will provide the tools you need to sustain your organization.

You will improve your fundraising capacity by:

- ◆ Developing your personal leadership to provide guidance and direction for your fundraising team;
- ◆ Building a foundation to grow and support your organization;
- ◆ Learning how to develop a realistic and useful budget;
- ◆ Identifying the most appropriate methods for obtaining sponsorships and asking for major gifts;
- ◆ Creating successful and innovative strategies to maximize your fundraising efforts; and
- ◆ Using marketing and public relations to your advantage.

The workshops are customized for participants at all levels of experience. Sixty-three (63) hours must be completed to receive a certificate of completion.

Participants must attend the entire ten-session series offered over nine months.

Sessions may not be taken individually. Participants may attend missed sessions at the University of St. Thomas campus prior to October 2010 in order to receive their certificate.

Brought to you by:

St. Croix Valley Community Foundation

With funding from:

Sundance Family Foundation
Tom & Patty Doar Foundation
William H. Phipps Foundation
United Way St. Croix Valley
Associated Bank

About University of St. Thomas Executive Education & Professional Development

The University of St. Thomas (UST), long dedicated to strengthening the nonprofit sector, offers a suite of business and management programs designed to help nonprofits:

- ◆ Raise and maximize funds and resources;
- ◆ Sustain - and grow - the organization's infrastructure;
- ◆ Satisfy the needs and desires of constituents;
- ◆ Increase visibility and usage;
- ◆ Attract, manage and keep influential boards, staffs and volunteers; and
- ◆ Improve accountability and planning.

UST creates inspiring learning experiences that are nurturing, ethically centered and results driven. They help nonprofits gain applicable knowledge from expert instructors who are credentialed faculty members, and through leaders and accomplished practitioners with experience in the nonprofit sector.

Programs in the Series

Thursday, February 26th

Organizational and Personal Leadership
8:30 a.m. — 4:30 p.m.
Instructor: Karla Williams

This workshop focuses on the need for leadership in the nonprofit sector by exploring leadership theory and practice, identifying behaviors and skills, and encouraging each individual to rise to the challenge of leadership.

Friday, March 13th

Laying the Foundation for Fund Development
8:30 a.m. — 4:30 p.m.
Instructor: Audrey Kintzi

This program provides the new fundraiser with the basic knowledge necessary to begin a career in fundraising. Gain an understanding of the relationship between fundraisers, the CEO, the board, and strategic planning and visioning.

Friday, April 17th

Marketing and Public Relations—Twin Strategies for Success
8:30 a.m. — 4:30 p.m.
Instructor: Audrey Kintzi

This program reviews the basics of, and differences between, marketing and public relations. Learn how both concepts impact nonprofit goals, services, and the communities that support nonprofits.

Friday, May 8th

How to Write a Development Plan and Manage a Development Office
8:30 a.m. — 4:30 p.m.
Instructor: Audrey Kintzi

This program provides the nonprofit development professional with tools and techniques to prepare a development plan and set-up, run, and effectively manage a successful development operation.

Friday, June 12th

Realistic Budgeting
8:30 a.m. — 12:00 p.m.
Instructor: Lori Happel-Jarratt

Have you ever wondered why the fees you charge for your service(s) are not covering your costs? This program offers techniques and tools for putting real dollar figures with your programs both for planning and pricing.

Corporate Sponsorships
12:30 — 4:30 p.m.
Instructor: Audrey Kintzi

This afternoon session will explore the role of corporate marketing/sponsorships as an alternative form of earned revenue for nonprofit organizations.

Friday, July 10th

Nonprofit Prospect Management and Research Techniques
8:30 a.m. — 4:30 p.m.
Instructor: Audrey Kintzi

Effective research and management of donor prospects often feels elusive for many nonprofit professionals. This program will discuss the fundamentals of prospect management regardless of the database being used and will help you find the information that makes major gift work more effective.

Friday, August 14th

Asking for Major Gifts
8:30 a.m. — 4:30 p.m.
Instructor: Greg Ritter

Most of us have trouble asking for money and feeling good about it. Development professionals with all levels of experience will substantially increase their effectiveness after this popular program. Find useful tips, helpful encouragement and positive motivation in this very important work.

Thursday, September 10th

Annual Strategies
8:30 a.m. — 4:30 p.m.
Instructor: Karla Williams

This program covers the philosophy, theory, and practice for achieving a successful annual giving program. Design an integrated annual development plan and determine the most effective fundraising messages and methods for new and renewing donors.

Thursday, October 8th

Capital, Endowment and Special Purpose Campaigns
8:30 a.m. — 4:30 p.m.
Instructor: Karla Williams

This workshop will focus on pre-campaign activities that test an organization's readiness and ensure a realistic and successful fundraising effort. This program will also address how to assess an organization's ability to undertake a campaign, determine the need for a campaign consultant and how to select one, engage volunteers in the pre-campaign process, and how to announce and develop a successful campaign.

Certification:

Upon completion of this ten-session series (totaling 63 hours/points), participants will receive a **Fundraising Certificate** from the Department of Executive Education and Professional Development at the University of St. Thomas. A certificate gives participants a recognized credential demonstrating their professional knowledge, skills and experience in nonprofit fundraising.

The courses in this series can also be joined with other UST freestanding fundraising programs to fulfill the 80 educational point requirement toward a Certified Fund Raising Executive (CFRE) certification. See <http://cfre.org> for more information.

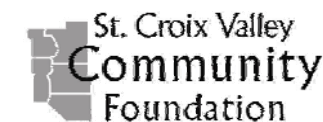
Cost:

SCVCF is providing this series at a considerable savings. Your cost can range from **\$550 to \$750** (\$61 to \$78 a day) depending on your organization's annual budget. The cost to send a second person from your organization is higher. See cost breakdown in the application materials available online at www.scvfc.org/community_partnership_page_training.htm

To Register:

Submit an application form and a \$25.00 application deposit by **December 15, 2008**. The application materials are available online at www.scvfc.org/community_partnership_page_training.htm

Questions? Please contact:



Jill Shannon
St. Croix Valley
Community Foundation
715.386.9490
jshannon@scvfc.org