



November 1, 2008

Greetings:

For some time, nonprofit organizations in the St. Croix Valley and Western Wisconsin have dealt with the effects of regional growth on their programs and services – you have seen demand for services surge upward and with it, an increasing need for financial resources. Continued bad news about our economy only exacerbates your efforts – how will you bear the brunt of shrinking resources and growing need? Nonprofit experts offer these practical solutions: Look for ways to diversify your revenue and find new and creative ways to communicate your impact.

The St. Croix Valley Community Foundation (SCVCF) is happy to provide this assistance. Beginning February 2009, the SCVCF is offering a **ten-session fundraising workshop series**. Our goal is to focus on all facets of fund development -- annual campaigns, major gifts, capital campaigns, marketing and more – to help you expand and diversify the strategies you use to raise financial resources. Almost a year ago many of you expressed a strong interest in this type of program. Today the need is even more timely.

The ten-session **Fundraising Certificate Series** will be offered over nine months (February – October 2009). Working with the University of St. Thomas' Executive Education & Professional Development, we have repackaged their certificate program to bring it to Western Wisconsin. The series is designed to provide an in-depth, interactive and supportive learning experience for 30 to 35 professional participants. By keeping the total number to a moderate size, our goal is to ensure participants receive peer support and ongoing attention from the trainers both during and long after the series is complete. Upon completion, participants will earn a Fundraising Certificate from the University of St. Thomas (UST), whose nonprofit programs are recognized throughout the nonprofit sector, both in Minnesota and nationwide. Such certification gives an organization professional stature and participants receive tangible evidence of their professional knowledge and skill.

The SCVCF is grateful for the financial support of several local foundations – with their assistance we are able to underwrite as much as 60% of UST's costs and pass those savings on to you. We particularly thank the Sundance Family Foundation, Tom & Patty Doar Foundation, the William H. Phipps Foundation, United Way St. Croix Valley and Associated Bank.

To apply for this ten-session series, please see the brochure and the following registration materials. Applications are due **December 15, 2008**. You may contact Jill Shannon, Director of Community Partnerships at [jshannon@scvcf.org](mailto:jshannon@scvcf.org) or at 715-386-9490 for more information.

Now more than ever, nonprofits must take strategic and practical steps to ensure they can weather the current economic storm. We look forward to working with you and helping you better serve our region.

Sincerely,

A handwritten signature in black ink, appearing to read "Jill Shannon".

Jill Shannon  
Director of Community Partnerships

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# Fundraising Certification Series

## Application Form

To apply, please complete and return this application form and supporting materials with a \$25.00 deposit by **December 15, 2008**. Depending on the outcome of your application, this deposit will either be returned or applied to your registration fee.

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Name of applicant

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Current Position

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Organization

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Address

---

City,

State

Zip Code

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Telephone (day)

Email

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County in which the organization's main office is located

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### Information about applicant

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### Information about organization

Number of years of nonprofit fundraising experience \_\_\_\_\_

Organization's annual budget \_\_\_\_\_

Number of years working for this organization \_\_\_\_\_

Total number of paid staff \_\_\_\_\_

Number of years at this organization working in a fundraising role \_\_\_\_\_

Number of paid staff in a fundraising or development role \_\_\_\_\_

**In one to two paragraphs, please explain how your organization will benefit from the applicant's participation in this workshop series** (*attach a separate page*).

### Signature by organization

**Chief Executive** (signature and date): \_\_\_\_\_

**Name and title:** \_\_\_\_\_

### Attachments

- Application form signed by chief executive
- Written description of organizational benefit
- Organization's annual budget
- Financial statement for year most recently completed
- 501(c)(3) tax determination letter
- Please send by **December 15<sup>th</sup>** to: **St. Croix Valley Community Foundation; 516 Second St., Suite 214, Hudson, WI 54016.**

**For questions please contact Jill Shannon, Director of Community Partnerships at:  
715-386-9490; jshannon@scvcf.org**

# Fundraising Certification Series

## Timeline

**Monday, December 15, 2008**

Application due to SCVCF

**Monday, January 5, 2009**

SCVCF notifies applicants

**Monday January 19, 2009**

Confirm participation with initial registration payment

**February 26 2009 - Workshop Series begins**

**All Sessions: 8:30 a.m. – 4:30 p.m.**

*Thursday, February 26<sup>th</sup>*

Organizational and Personal Leadership

*Friday, March 13<sup>th</sup>*

Laying the Foundation for Fund Development

**April 2009 – Second registration payment due**

*Friday, April 17<sup>th</sup>*

Marketing and Public Relations - Twin Strategies for Success

*Friday, May 8<sup>th</sup>*

How to Write a Development Plan and Manage a Development Office

*Friday, June 12<sup>th</sup>*

Realistic Budgeting & Corporate Sponsorships

**July 2009 – Final registration payment due**

*Friday, July 10<sup>th</sup>*

Nonprofit Prospect Management and Research Techniques

*Friday, August 14<sup>th</sup>*

Asking for Major Gifts

*Thursday, September 10<sup>th</sup>*

Annual Strategies

*Thursday, October 8<sup>th</sup>*

Capital, Endowment, and Special Purpose Campaigns

# Fundraising Certification Series

## Frequently Asked Questions

**Do I need to attend all the sessions?** Yes. Participants must register for the entire ten-session series offered over nine months (Feb – October 2009). A description of each session is detailed in the enclosed brochure.

If you are interested in individual sessions but do not want to participate in the entire series, you may want to consider contacting University of St. Thomas (UST) on your own. [www.stthomas.edu/business/execed/programs/fundraising\\_certificate.html](http://www.stthomas.edu/business/execed/programs/fundraising_certificate.html)

**What if I can not attend a specific date?** In order to receive certification, you may attend a missed session at the University of St. Thomas prior to October 2010. You will also be able to send someone from your organization to the workshop in your place if you cannot attend.

**How do I apply?** Please complete and return the enclosed application form and supporting materials with a \$25.00 deposit by **December 15, 2008**. Depending on the outcome of your application, this deposit will either be returned or applied to your registration fee.

Selected applicants will be notified by **January 5, 2009**. Registration will be limited to 30-35 people to ensure an interactive and supportive learning environment.

**Who is eligible to apply?** Applicants must be employed by a not-for-profit, 501(c)(3) organization based in SCVCF's five county service area including Polk, St. Croix and Pierce counties in Wisconsin and Washington and Chisago counties in Minnesota. Nonprofit organizations that serve other regions of Western Wisconsin will be considered, although preference will first be given to organizations in our service area.

**How much does it cost?** SCVCF is providing this series at a considerable savings to nonprofit organizations in our five county area. Depending on an organization's annual budget and the number of individuals that participate, we are underwriting up to 60 percent of UST's costs and transferring those savings to you. This means you might pay as little as 41% of the total cost. The cost to register a second person from your organization is higher, so we can first ensure that many different organizations can participate.

Organization's annual budget	Cost for first person	Cost per day	You pay % of total cost	Cost for second person	You pay % of total cost
\$0 to \$150,000	\$550	\$61	41%	\$750	56%
\$150,001 to \$750,000	\$600	\$67	45%	\$800	60%
\$750,001 to \$2 million	\$650	\$72	49%	\$850	64%
More than \$2 million	\$700	\$78	53%	\$900	68%

**If accepted, do I need to pay the full registration fee upfront?** Each participant will be asked to pay \$200 in January in order to confirm their participation (*Note: the \$25.00 application deposit will be applied to this payment*). You may either pay the full registration fee at that time, or, depending on your preference, we will invoice you for the balance in April and July. All registration fees are non-refundable.

**What type of certification will I receive at the end of the series?** As a program from an accredited university, participants will earn a Fundraising Certificate from the University of St. Thomas, whose nonprofit programs are recognized throughout the nonprofit sector, both in Minnesota and nationwide. Sixty-three (63) hours/points must be completed to receive a certificate of completion.

The courses in this series can also be taken along with other UST fundraising programs to fulfill the 80 educational point requirements toward the coveted Certified Fund Raising Executive (CFRE) certification. CFRE is the only internationally-recognized baseline professional credential for philanthropic fundraising executives. For more information go to: <http://cfre.org>