



SAMPLE

Comprehensive Fundraising Training
 Steven P.J. Wood Building, Arlington, VA
 August 28 – August 30, 2018

TIME	TRAINING LECTURE	KEY LECTURE POINTS	FACULTY / SPEAKER
<i>Tuesday, August 28 – High Dollar Fundraising School</i>			
8:00-9:00am	<i>Registration and Breakfast</i>		
9:00-9:30am	Welcome and Opening Remarks	<ul style="list-style-type: none"> • The Leadership Institute and our mission • Purpose and guidelines for this training • Folder materials and resources post-training 	Angel Chitnatham Political Training Director Leadership Institute
9:30-10:30am	Why People Give You Money	<ul style="list-style-type: none"> • Who gives? • The keys to donor communication • THANK YOU 	
10:45-11:45am	Creating a Case for Giving	<ul style="list-style-type: none"> • What is your case for giving? • How to develop the theme • How to integrate your case 	
11:45-12:30pm	<i>Lunch</i>		
12:30-1:30pm	Organizing Your Development Department	<ul style="list-style-type: none"> • Organize regardless of size • Types of development roles & revenue sources • How to build and personalize your fundraising plan for your organization 	
1:30-2:00pm	<i>Break</i>		
2:00-3:30pm	The Lost Art of Listening	<ul style="list-style-type: none"> • Do you know how to listen well? • What to pay attention to in a donor conversation • Build better donor relationships by listening effectively 	
3:30-4:00pm	<i>Break</i>		
4:00-5:00pm	Personal Solicitation: One-on-One Fundraising	<ul style="list-style-type: none"> • Identifying top prospects • Moves Management • Asking for a gift, donor referrals, and tracking results 	

Dinner & Dismissal

TIME	TRAINING LECTURE	KEY LECTURE POINTS	FACULTY/ SPEAKER
<i>Wednesday, August 29 – High Dollar Fundraising School</i>			
8:30-9:00am	<i>Breakfast</i>		
9:00-10:00am	Keys to Conducting Effective Fundraising Events	<ul style="list-style-type: none"> • Building and sustaining traditions • Keeping your event scalable and manageable • Event planning with VIPs • Maintaining a return on investment 	
11:00-12:00pm	Developing an Effective Planned Giving Program	<ul style="list-style-type: none"> • What it is and how it can make you successful • How to introduce the topic to your donors and promote legacy giving 	
12:00-12:30pm	<i>Lunch</i>		
12:30-2:00pm	How to Catch (and Keep) Contributors	<ul style="list-style-type: none"> • Key principles of how to ask for money • Useful advice and best practices for fundraisers • Learn how to turn your net"work" into net"play" 	
	Tell Me A Story: The Art and Science of Storytelling for Advocacy and Fundraising	<ul style="list-style-type: none"> • How to ask for money (even if you hate to) • The five steps of crafting a compelling story to convey your message 	
2:00-2:30pm	<i>Break</i>		
3:00-4:00pm	The Long Game: Building Fundraising Success Through Integrated Approach	<ul style="list-style-type: none"> • Strategic goal-planning for your non-profit • How to promote legacy giving • Planned giving strategies. 	
4:00-4:30pm	<i>Break</i>		
4:00-6:20pm	Care and Feeding of Donors	<ul style="list-style-type: none"> • Putting it all together • Principles for success 	Morton Blackwell President Leadership Institute
6:20pm	<i>Dinner</i>		

TIME	TRAINING LECTURE	KEY LECTURE POINTS	FACULTY / SPEAKER
<i>Thursday, August 30 – Direct Mail School</i>			
8:00-9:00am	<i>Breakfast and Registration</i>		
9:00-11:30am	How Direct Mail Fundraising Works	<ul style="list-style-type: none"> • Why direct mail works • Nuts and bolts overview of direct mail • Useful advice and tips from the direct mail expert 	Emmy Lewis President Lewis & Company Marketing Communications, Inc.
11:30-12:30pm	<i>Lunch</i>		
12:30-1:30pm	Direct Mail Prospecting	<ul style="list-style-type: none"> • Why should you prospect? • Organizing your data • Fine-tuning your mailings • Acquiring, borrowing, and trading lists 	
1:30-2:00pm	<i>Break</i>		
2:00-3:00pm	Turning a Good Letter into a Great Letter: Techniques Every Copyeditor Should Know	<ul style="list-style-type: none"> • Checklist for editing • Tips for copywriting • Basic components of a great letter • The science of the first line and the P.S. 	
3:00-4:00pm	Fundamentals of Package Design and Production	<ul style="list-style-type: none"> • Get your package opened • Personalization of the piece • Timelines, limitation, and designs – avoiding common mistakes that cost you money 	
4:00-5:00pm	<i>Dinner</i>		

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<i>Thursday, August 30 – Grant Writing School</i>			
5:00-6:00pm	The Nuts & Bolts of Private Grant Proposals	<ul style="list-style-type: none"> • Is it the right fit? • How does it measure with your mission? • Crafting the effective one-page proposal • Sample budgets for your grant proposals vs actuals 	
6:00-6:15pm	<i>Break</i>		
6:15-7:00pm	The Research to Back it Up	<ul style="list-style-type: none"> • Letter of Inquiry (LOI) • Researching and targeting foundations • Tips on the best research tools and methods • Bonus: corporate giving: its purposes, resources, and expectations 	
7:00-8:00pm	Seeking Outside Help for Your Direct Mail Program	<ul style="list-style-type: none"> • Checklist for editing • Tips for copywriting • Basic components of a great letter • The science of the first line and the P.S. 	