



Fundraising for Small Nonprofits

Course Objectives:

1. Learn primary principles and techniques of fundraising
2. Apply fundraising techniques to the context of a smaller-budget nonprofit
3. Develop recruitment strategies to grow your fundraising team
4. Devise an action plan to effectively fundraise for your charitable organization

DAY 1

8:00 Registration

8:30 Opening
Course Introduction and Objectives
Participant Introductions and Expectations

9:15 Today's Philanthropic Landscape

10:15 *BREAK*

10:30 The Fundraising Cycle / The Six Rights of Fundraising
The Right Reason: Case for Support
Mission Statements

12:00 *LUNCH*

1:15 The Right Gift
Gift Range Charts
Fundraising Readiness Assessment

3:00 *BREAK*

3:15 The Right Person
Staff
Board of Directors
Volunteers
Developing Constituencies

5:00 ADJOURN

DAY 2

8:30 Review and Reflect

9:00 The Right Amount: Ability
Qualifying Prospective Donors
The Right Time

10:15 *BREAK*

10:30 Making the Philanthropic Request

12:00 *LUNCH*

1:15 Overview of Other Fundraising Opportunities
Philanthropic Foundations
Corporate Giving
Special Events
Online Giving
Major Gifts
Planned Giving

3:00 *BREAK*

3:15 Action Plan
Develop an individualized checklist/plan to guide your organization's fundraising efforts

4:30 Course Wrap Up & Reflections
Evaluation of Expectations
Course Evaluations
Graduation

5:00 *ADJOURN*

Forward

Fundraising for any nonprofit organization is both a privilege and a challenge. For small nonprofit organizations, the opportunities for meeting human needs are great, and at the same time the challenges can be extraordinary and may also seem to be insurmountable.

Fundraising for Small Nonprofits offered by The Fund Raising School is specifically designed with the small nonprofit organization in mind. The content is designed to assist the course participant who is who is a full-time employee in development or fundraising as well as the person who wears many hats – for whom fundraising is only one of many responsibilities.

The fundraising principles presented in this course are time-tested and based on research. They are applicable in many settings, including small nonprofits. The material in this workbook is congruent with that offered in Principles & Techniques of Fundraising, but significant attempts have been made in its preparation so that it is uniquely appropriate for the small shop.

Many small nonprofits address human needs that are sometimes ignored in the overall nonprofit sector. They fill niches that may be overlooked. Small nonprofits often do exceptional work, yet sometimes they may not be as effectively and efficiently managed due to the demands of their services. Fundraising is often one of the components or processes that is neglected – not intentionally, but due to limited personnel, lack of setting priorities, insufficient knowledge, or dependence on a major funding source that may not be renewed.

We hope you find this course beneficial as you take advantage of the extraordinary opportunities available to small nonprofits and handle the challenges you face in fulfilling the mission and goals of your organization.

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The Fund Raising School