

WHO KNEW?: PLANNING YOUR FUNDRAISING YEAR

Beth G. Raps, Ph.D.

WORKSHOP OFFERED BY THE WVU DEPARTMENT OF SOCIAL WORK

NONPROFIT MANAGEMENT SERIES

MAY 14, 2009, 9AM-5PM,

MONONGALIA GENERAL HOSPITAL, MORGANTOWN, WV

- 9:00 Introductions
 Review agenda and handouts
 Questions
- 9:30 Fundraising is Always One-to-One
 Fundraising is Relationship-Building
 Money Follows Love and Creativity
- Fundraising with Individuals: Strategic, Specific, Integrated
 Successful Fundraising Relationships = Asking + Thanking (repeat)
- 10:00 Practice Asking
- 10:30 Unpack the experience, discuss, derive learnings and directions for future
- 11:00 Additional Support for Fundraising with Individuals:
 Grassroots Fundraising Journal
 Direct mail (Mal Warwick's books)
 Bequests and planned gifts
 Events
- 11:30 Raising money from corporations
- 11:45 Raising money from foundations
- 12:00 Raising money in the workplace; raising money from sales
- 12:15 The importance of evaluation, how to do it simply and effectively, and why
- 12:30 Lunch
- 1:30 Your Organization's Fundraising History (*practicing evaluation!*)
 -what fundraising activities has your organization done before?
 -how well did each one work?
 -which should you keep?
 -which should you stop doing? why? (how to know when to stop)

- which should you revamp?
- which should you try that's new?
- what can you collaborate on?

2:00	Drafting A Calendared Fundraising Plan for Your Organization
3:00	Break
3:15	Check-in
3:30	Continue Drafting Plans
4:00	Sharing Plans and Brainstorming Improvements
4:45	Evaluating the Workshop and Wrap-Up
5:00	End

Learning Objectives:

1. Basic knowledge of all fundraising techniques.
2. In-depth knowledge of fundraising with individuals.
3. Hands-on experiential understanding that fundraising *is* relationship-building.
4. How and why to develop a yearly fundraising plan that allows for stability and growth, and anticipates and addresses accidents and lean times.

At the conclusion of this workshop, participants will have a draft yearly fundraising plan for their organizations that allows for both stability and growth, and anticipates and addresses lean times. To accomplish this most powerfully, participants should bring their organization's annual income and expenditure statements for 2008 and/or 2009, preferably broken out by month. If both projected and actual statements are available, it is even more productive for participants to bring both, and if these are available for the past 3-5 years as well as 2009, it is very useful to have them in hand. It is also desirable for more than one participant to come from a single organization; this can be any combination of staff, volunteers, and Board members.

Beth G. Raps, Ph.D.
nonprofit development consultant
PO Box 117
Berkeley Springs, WV 25411-0117
(304) 258-2533
bethraps@earthlink.net