

# Wheeler & Associates, FRC,

Presents a Comprehensive, One-Day \$300 (\$800 total value) Spring Seminar

April 29, 2010

## **“Fundraising Twenty-Ten: State of the Art”**

Especially geared for fundraising executives and leaders of non-profit, gift-supported organizations who want to review in-depth, proven criteria for fundraising success! If your organization is gearing up for the intense fundraising competition to follow the economic downturn, **now** is the time to learn, review, remember, practice and focus upon elements identified through the years as vital for successful programs. After this one-day comprehensive workshop, you will be equipped with the fundamentals and underlying principles you will need to implement successful fundraising programs: structures, tactics, timelines and overall strategies.

**Who Should Attend?** Trustees/ Board Directors • Funds Development Officers • Presidents/Executive Directors • Key Volunteers • Campaign Directors • Vice Presidents for Advancement • Public Relations Officers • Others

### **Representative Topics to be Featured:**

• Projected Standards of Giving • Campaign Organization/Management • Mechanics of Awareness or Information Programs • Leadership Cultivation Programs • Prospect Research/Review: Policies/Procedures • Fundamentals of Solicitation • The Board: Essential Ingredient • Seymour’s “Seven Deadly Sins of Fundraising” • Making Effective Fundraising Solicitation Calls/Visits • Richardson’s Precepts of Doing Business • Objectives of Pre-Campaign Planning • Criteria for Success in Major Gifts Campaigns • Preliminary Case for Support Outline • Knowing Your Prospect /Making the Ask • Profile of a Major Gifts Fundraising Campaign • Determining Gift Potential: Fundraising Planning • What Does the Campaign Director Do? • Fundraising Planning or Feasibility Studies: Interview Questions/Rationale • Ongoing Resource Development: Annual Giving, Planned Giving, Major Gifts • Sustainability Planning for Case Development • Communications Planning • Foundation/and Corporate Relations • Grants Writing/Proposals • Characteristics of Resort Area Fundraising, Rural/Urban, Community, Wide-Area Fundraising, and ..... much more! Some Seminar Topics May Adapt to Specific Interests of Participants.

### **Registration Information (Important Dates/Deadlines):**

PROGRAM HOURS: The Spring 2010 Seminar, “Fundraising Twenty-Ten” will run from 9:00 a.m. to 3:00 p.m., on Thursday, April 29, 2009. Registration/Continental Breakfast is 9:00 – 9:30 a.m. First Session begins at 9:30 a.m.

FEE AND REGISTRATION: The registration fee for “Fundraising Twenty-Ten” is \$300 per person. The fee includes topic handouts, lunch, and coffee, tea, soft drinks and snacks during registration/breaks. Your registration form and full payment must be received no later than April 1, 2010.

*Registration and a \$50 or more down payment by March 4, 2010 will reserve you a seat for this popular seminar.*

BONUS: All registrant attendees will receive **FREE** one month of fundraising coaching (telephone, e-mail contact, 9 to 5 weekdays, \$500 value! The coaching must occur prior to December 31, 2010).

CANCELLATION POLICY: Cancellations received by April 14, 2010, or 15 days before the seminar, will receive a full refund, less \$25 administration fee. For “no shows,” the topic handouts will be shipped after the seminar.

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Register by mail only to: Wheeler & Associates, FRC, Post Office Box 133, Blowing Rock, NC 28605

Please reserve \_\_\_\_\_ place(s) for “Fundraising Twenty-Ten” for April 29, 2010 (Please Print Below):

Name/s \_\_\_\_\_ Title/s \_\_\_\_\_

Organization \_\_\_\_\_ (Use Back of Form as Necessary to Complete.)

Address (Mailing) \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime Telephone (\_\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

Check Enclosed: \$ \_\_\_\_\_ Or, Check Will Follow: \$ \_\_\_\_\_ (\$300 Per Participant)\_