

SEP 08 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Fund Raising Management Program
In partnership with NSFRE

INTRODUCTION TO FUND RAISING 1215

September 16 – December 9, 1998

September 16

Marilyn Wright

Introduction of Course
History of philanthropy, Overview of nonprofit organizations and
concepts related to philanthropy,
Role of the Development Professional

September 23

Kimberley Fenlon

Integrated Development Program – Definition and Purpose of Resource
Development Approaches
Introduction of the Donor Pyramid

September 30

Marilyn Wright

Ethical issues and considerations in Resource Development
Code of Ethical Principles and Standards
Practice, Professional Associations and Ethical Decision-making
Donor Rights

October 7

Shannon von Kaldenberg

Importance of data base / research
Analysis
Importance of research, data base, targeting

October 14

Judi Angel

Case for Development – Urgency and passion
Market Research – Identifying target constituencies “Why people give”
Where money comes from.

October 21

Judi Angel

Annual giving – Fund Raising strategies
Annual development Plan
Solicitation techniques
Soliciting organizations
Direct Mail
Proposal Writing
Special Events

October 28

Judi Angel

Annual giving – Part 2
Developing Relationships
Gaming

November 4

Shannon von Kaldenberg

Special/Major Gifts & Gift Planning
Relationship Building/Moves Management

November 18

Marilyn Wright

Capital Campaigns
Key concepts and factors needed for success
Campaign Support
Pre-Campaign Activities
When to bring in a consultant

November 25

Judi Angel

Volunteers and staff – Roles, responsibilities and relationships
Recruitment, training, governance, performance, evaluations, career goals

December 2

Kimberley Fenlon

Taking Care of Donors / Attracting new donors
Stewardship
Donor Relations
Donor Recognition

December 9

Marilyn Wright
Judi Angel
Kim Fenlon
Shannon von Kaldenberg

Presentations
Evaluations
Celebrate!

Note: Guests with special expertise will be invited to sessions as appropriate.