

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Fund Raising Management Program
In partnership with NSFRE

INTRODUCTION TO FUND RAISING FUND 1215

January 12, 1999 – March 30, 1999

Tuesdays

January 12

Marilyn Wright, Judi Angel, Kimberley Fenlon,
Shannon von Kaldenberg

Introduction of Course

History of philanthropy, Overview of nonprofit organizations and
concepts related to philanthropy,

Role of the Development Professional

January 19

Marilyn Wright

Integrated Development Program – Definition and Purpose of Resource
Development Approaches

Introduction of the Donor Pyramid

January 26

Marilyn Wright

Ethical issues and considerations in Resource Development

Code of Ethical Principles and Standards

Practice, Professional Associations and Ethical Decision-making

Donor Rights

February 2

Judi Angel

Case for Development – Urgency and passion

Market Research – Identifying target constituencies “Why people give”
Where money comes from.

February 9

Judi Angel

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

February 16

Judi Angel

Annual giving – Part 2
Developing Relationships
Gaming

February 23

Shannon von Kaldenberg

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

March 2

Shannon von Kaldenberg

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

March 9

Marilyn Wright

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

March 16

Judi Angel

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

March 23

Kimberley Fenlon

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

March 30

Marilyn Wright
Judi Angel
Kim Fenlon
Shannon von Kaldenberg

Presentations
Evaluations
Celebrate!

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