



Slide 1

**FUNDRAISING**  
**FOR THE**  
**FUTURE!**

2009 Training Series

Slide 2

**Special thanks to...**

**National Conservation  
System Foundation**

**and Microsoft Corp for Live Meeting Platform**



Special thanks to...

## Megan Seibel, Senior Associate, TREC



Megan Seibel, Senior Associate, TREC

# NCSF

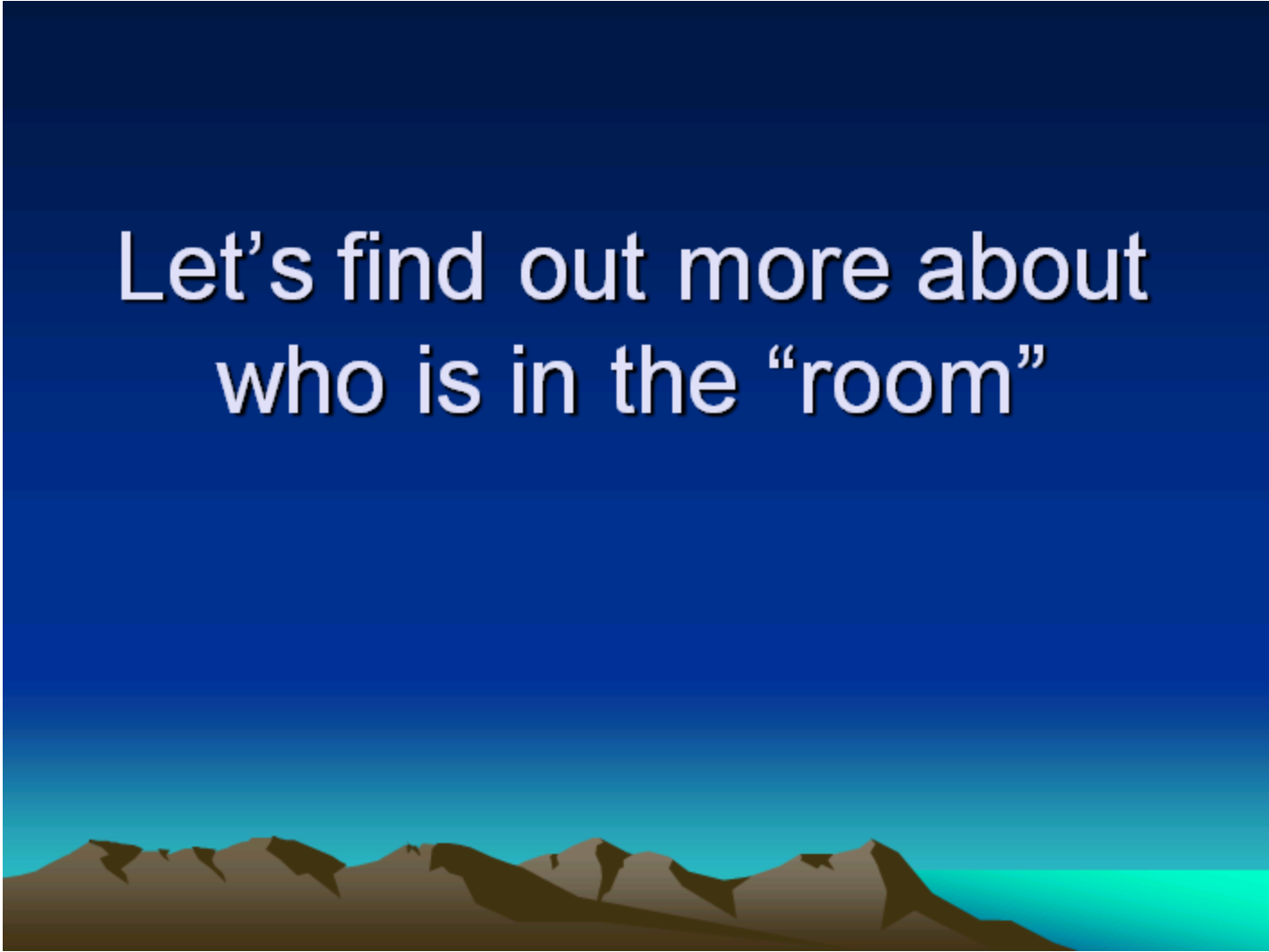
- Betsy Buffington
- Scott Jones
- Danielle Sandsted
- Julie Thibodeau

NCSF

## 2009 Training Participants

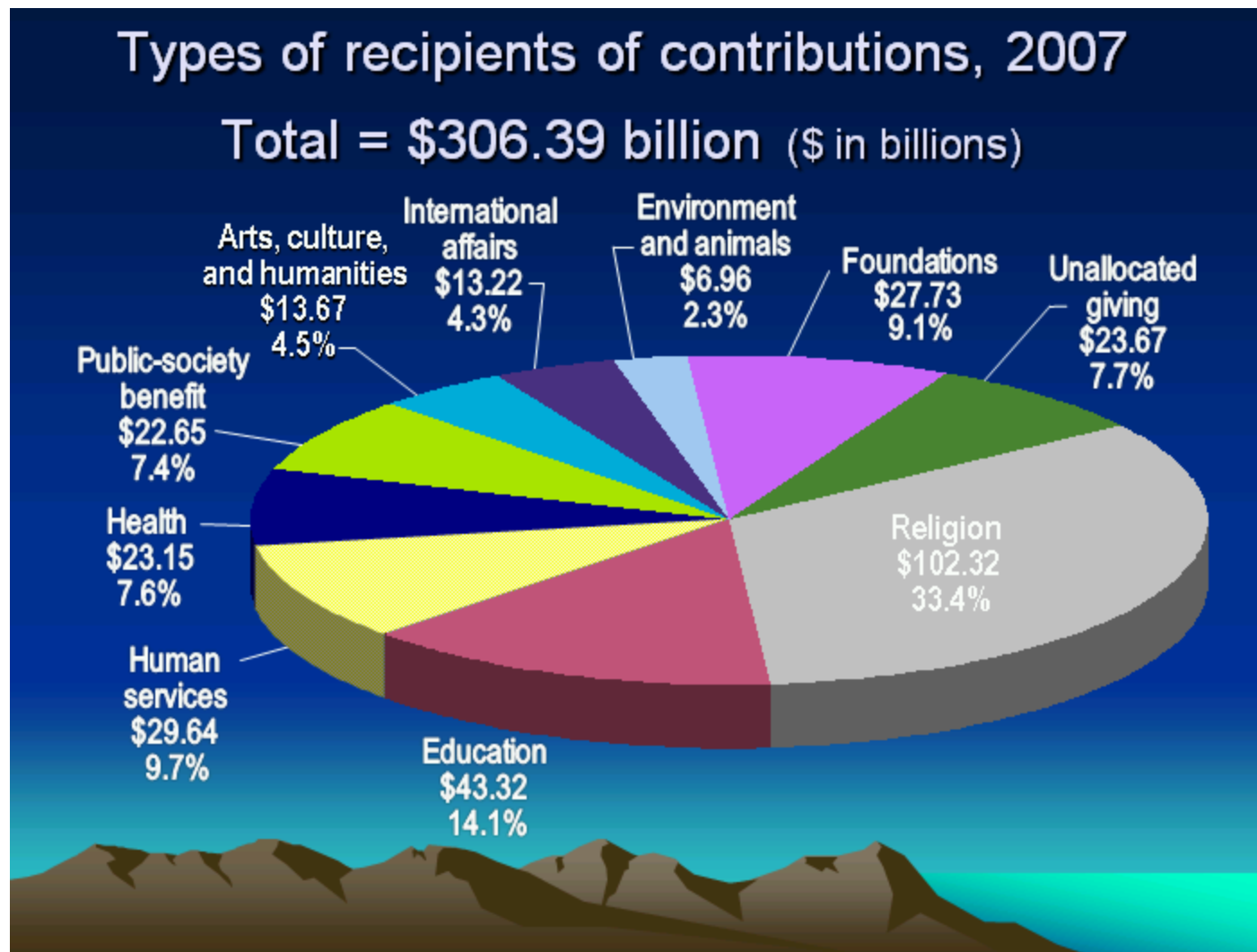
- Friends of Gold Butte
- Friends of the Missouri Breaks Monument
- Grand Staircase Escalante Partners
- Friends of the Agua Fria National Monument
- Friends of Ironwood Forest
- Black Rock High Rock

2009 Training Participants

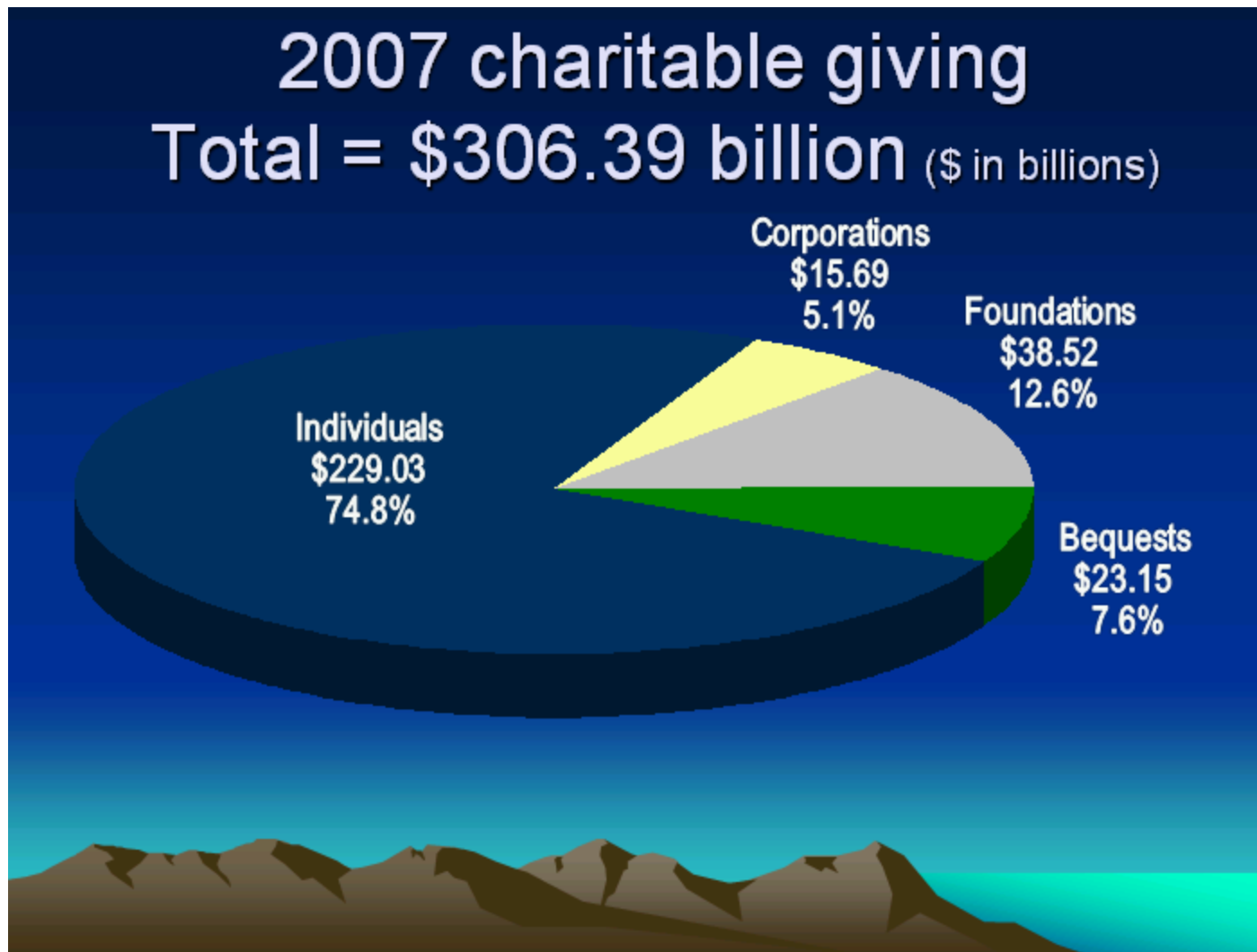


Let's find out more about  
who is in the "room"

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Types of recipients of contributions, 2007 Total = \$306.39 billion (\$ in billions)



2007 charitable giving Total = \$306.39 billion (\$ in billions)



Slide 10

## *Emphasis of training*

Expand the *breadth and depth* of giving from individuals and reduce reliance on foundations



Emphasis of training

## Goals for the 2009 series

- Introduction to fundraising strategies
- Expand your repertoire of tactics
- Improve your fundraising skills
- Peer learning and support
- Improved fundraising systems, including a comprehensive fundraising plan

Goals for the 2009 series

## Making Your Case *March 18*

- Find out what makes an effective pitch
- Learn how to turn your pitch into a case statement
- Discover ways to put the case statement to use to strengthen grant proposals, appeal letters, newsletters, etc.

Making Your Case March 18

# Attracting and Retaining Members

*April 15*

- Learn what motivates people to join
- Explore strategies for attracting new members
- Discover techniques for strengthening member loyalty
- Learn how to build an effective membership plan and put it on a calendar

Attracting and Retaining Members April 15

## Fundraising On-Line *May 20*

- Explore the potential for on-line fundraising
- Learn about on-line strategies and best practices
- Discover what makes an effective website
- Evaluate your website and other group's websites

Fundraising On-Line May 20

## Monthly Giving Programs *June 17*

- Explore the reasons to start or expand a monthly giving program
- Learn about the different types of giving programs
- Discover ways to do outreach for monthly donors
- Find out about the most effective ways to retain and upgrade monthly donors

Monthly Giving Programs June 17

# The Plan, the Statistics and Putting your Database to Work for You

## *July 15*

- Learn how to determine fundraising priorities
- Discover how to create a useful and long lasting fundraising plan
- Learn what statistics are critical for evaluating your success
- Explore what you need in a database and how to use or upgrade what you have

The Plan, the Statistics and Putting your Database to Work for You July 15

## Making Smart Use of Events *August 19*

- Explore reasons to have – and reasons not to have – an event
- Learn the essential components of a successful event
- Discover ways to plan and implement events that are worth the investment of time and money

Making Smart Use of Events August 19

## Running a Major Gifts Campaign *September 9*

- Learn how to plan and manage a major gifts campaign
- Discover ways to involve others in your major donor campaign

Running a Major Gifts Campaign September 9

# Cultivating, Asking and Retaining Major Donors *September 23*

- Learn how to identify major donor prospects
- Explore strategies for cultivating relationships

Cultivating, Asking and Retaining Major Donors September 23

## Legacy Gifts *October 21*

- Learn about the potential of legacy giving
- Explore the options for legacy gifts
- Find out how to identify potential legacy donors
- Discover ways to cultivate legacy gifts

Legacy Gifts October 21

## Expanding your Fundraising Team *November 18*

- Discuss strategies for involving Board, program staff and Executive Directors in fundraising
- Learn how to use the fundraising planning process to build the team and improve accountability
- Explore ways to enhance our resiliency
- Set goals for the upcoming year

Expanding your Fundraising Team November 18

# Sources of Information

- Pre-session reading
- Session presentation and discussion
- Listserv (learn from each other!)
- Additional recommended reading
- Referred publications, experts, websites

Sources of Information

# Expectations

- **Attend all of the webinar sessions**
  - In case emergency, contact Megan
  - Invite others from your organization to attend
- **Complete pre and post session work assignments**
- **Complete benchmark document**

Expectations

# The Importance of Benchmarks

- The critical statistics that you need to know to evaluate your fundraising
- Before and after numbers to assess improvement from implementing new strategies or gaining new skills
- Evaluation tool for TREC and NCSF to gage impact

The Importance of Benchmarks

# Next Session: March 18

12:00 – 1:30 p.m.

Pacific

1:00 p.m. – 2:30

Mountain



Next Session: March 18

# Preparation for Next Session

- Webinar Recording: *Andy Goodman*  
*Storytelling as Best Practice*
- Send in a digital photo
- Complete benchmark document

Preparation for Next Session

# Questions? Contact:

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