

# Raise the Money You Need: An Advanced Seminar

You know the basics and the theory. You have some individual donors and you have put a fundraising program in place. Now you need some help taking it to the next level. This seminar is open to anyone from an organization that already has some experience with fundraising from individuals. It is strongly preferred that you have been through the beginning grassroots fundraising series or some kind of equivalent training or experience.

## Topics we'll cover:

- How to build your major donor program, and strengthen your relationships with your donors
- How to build a stronger fundraising team, and work in better partnership with the board of directors
- Why you need to segment your donors and ways to do that
- Creating an effective online fundraising strategy

## Advanced preparation required

Each organization will be asked to fill out a fundraising assessment form and a final agenda will be created based on this information. Keep in mind that this is NOT a refresher course, but an advanced seminar. There is an assumption that the people coming are familiar with the basics of fundraising and have done some fundraising themselves. Organizations are encouraged to send two representatives.

## Program Format

The seminar will be held on **Monday, June 7 and Tuesday, June 8** from **9:00 a.m. to 5:00 p.m.** each day. Participants need to come on time and stay for the whole day as the case studies and exercises build on each other. In addition to the workshops, each participating organization will be entitled to one and a half hours of personalized consulting time with the trainers. These consultation sessions will take place via phone and email, to be scheduled following the training.

**The Trainers** for this seminar are **Stephanie Roth** and **Priscilla Hung**. Stephanie is the principal of Klein & Roth Consulting, is the former Editor of the *Grassroots Fundraising Journal* and author of *The Accidental Fundraiser*. Priscilla is the Executive Director of GIFT (Grassroots Institute for Fundraising Training), publisher of the *Grassroots Fundraising Journal*, based in Oakland, CA.

## Who Should Attend:

Alumni from previous [Raise the Money You Need](#) series and staff and board from organizations with established individual donor programs who are grantees of the Cricket Island Foundation, Mertz Gilmore Foundation, New York Foundation, the New York Women's Foundation, North Star Fund, Stonewall Community Foundation, and the Union Square Awards.

## When:

**June 7 and June 8 from 9:00 a.m. to 5:00 p.m.**

## Where:

**The Community Church of New York  
40 East 35<sup>th</sup> Street  
(bet. Madison Avenue and Park Avenue)**

## How to register:

Fill out the enclosed [registration form](#) and [assessment form](#) by **Friday, May 14, 2010 to:**  
Isabel Rivera by email: [irivera@nyf.org](mailto:irivera@nyf.org) or by fax (212) 594-5918 or by mail:  
New York Foundation, 10 East 34<sup>th</sup> Street, 10<sup>th</sup> Floor, NY, NY 10016.

## For more information:

Contact Isabel Rivera or Kevin Ryan  
New York Foundation, (212) 594-8009