



# Advanced Fundraising for Nonprofits SEMINAR 2010 Invitation to Apply

Greetings,

Please accept this invitation for health organizations (eligible for MFH funding) to apply for NSC's **ADVANCED** Fundraising for Nonprofits Seminar 2010. This four-part seminar provides ongoing coaching through the creation of new development plans, as well as the potential for implementation assistance. Learn strategies to **expand** your fund development efforts and increase contributed income for your organization.

This four-part seminar is *appropriate for organizations with:*

- **experience at basic** fund development
- have a development plan in place
- have staff time allocated to the fundraising function
- experience raising funds from individual as well as institutional donors

This unique course will be led by Donna McGinnis, MBA, CFRE, (*bio follows*) a 20-year veteran of fundraising and recipient of the Outstanding Fundraising Executive award from the St. Louis Association of Fundraising Professionals.

Participants will receive:

- Four day-long educational sessions designed to advance your skills and knowledge in fund development
- One-on-one technical coaching with the instructor to assist you in creating a new individualized fund development initiative for your agency
- An opportunity to apply for financial support to help implement your new initiative

Participants can expect to:

- Produce and promote giving opportunities for corporations and businesses utilizing philanthropy, sponsorship and corporate social marketing
- Understand the necessity of relationship-building with private foundations
- Understand how to increase unrestricted funds by learning how to cultivate, solicit and steward individual donors using an array of methods in a strategic annual giving campaign
- Identify potential major individual donors and determine the personalized interaction required to cultivate, solicit and steward major donors
- Understand the basic elements and strategies of planned giving
- Gain competence in making face-to-face solicitations
- Explore the ethics of fundraising
- Understand governance issues surrounding fundraising, in particular exploring expectations for board members and their roles/responsibilities
- Learn the basics of fundraising management including the cost of raising money and organizational readiness to raise funds
- Discuss strategies to strengthen relationships internally between the development staff and the program staff
- Peer to peer learning and information sharing in a safe environment



## Advanced Fundraising for Nonprofits SEMINAR Organization Profile

### **DATES & LOCATION:**

The four-session series will be offered from 10:00 am to 4:00pm on March 17, April 14, May 12 and June 9, 2010 in St. Louis at NSC's office Union Square Plaza, 326 S. 21<sup>st</sup> Street, Suite 302 St. Louis MO 63103.

### **COMMITMENT & COST:**

A commitment to participate in all four classroom sessions of the series, and coaching activities with the instructor, is required. There is a nominal fee of \$250 per organization. Organizations are required to send two participants. Space is limited to ten organizations to ensure quality of training.

### **APPLICATION:**

To apply for Advanced Fundraising for Nonprofits, please submit the application form and letter of intent by 5:00 p.m. on Monday, March 1, 2010. Please scan and send by e-mail to Claire Hundelt at [Claire@nonprofitservices.org](mailto:Claire@nonprofitservices.org), or you may also send by fax (314) 436-0240. You will be notified of your acceptance by March 10, 2010.

### **LETTER OF INTENT:**

Please *Submit with a letter of intent to: Claire V. Hundelt by fax or e-mail scan only.*  
address (maximum one-typed page, minimum 12 font):

- Your organization's current fund development activity, including revenue distribution.
- Participation from staff and board, and the commitment of your staff and board to do the work necessary to acquire new fund development skills and support the fund development process.
- Challenges or obstacles relative to fundraising.
- The impact participation in this program may have on your organization's ability to accomplish its mission.

Please include the Board Chair's signature, along with the Executive Director's signatures on the Letter of Intent.

All inquiries regarding this program should be directed to Claire Hundelt, Director of Programs and Services, at 314-436-9580 or [claire@nonprofitservices.org](mailto:claire@nonprofitservices.org) .

**SUPPORT FOR THIS NSC INITIATIVE WAS GENEROUSLY PROVIDED BY THE MISSOURI FOUNDATION FOR HEALTH.**

*The mission of NSC is to strengthen our region's nonprofit organizations and the nonprofit sector as a whole by providing programs, services, and resources that inform, promote, and connect nonprofits as they work to improve people's lives.*



# Strategic Fundraising for Nonprofits SEMINAR Application

Agency Name: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Agency Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Participant's Cell \_\_\_\_\_

Number in case of inclement weather: \_\_\_\_\_

Fax: \_\_\_\_\_

Participant: \_\_\_\_\_

Title: \_\_\_\_\_

Participant: \_\_\_\_\_

Title: \_\_\_\_\_

# of Board Members \_\_\_\_\_

Total number of paid employees: Full time: \_\_\_\_\_ Part time: \_\_\_\_\_

Agency's Total Annual Budget: Current operating Revenue: \_\_\_\_\_ Current operating Expenses: \_\_\_\_\_

Demographics of target population served: \_\_\_\_\_

*(ie women, boys, girls, adults, seniors, at risk youth, etc.)*

Number served in the last fiscal year: \_\_\_\_\_

Describe agency's health focus, purpose, clients served, & Mission Statement:



# Advanced Fundraising for Nonprofits SEMINAR Organization Profile

Define Agency's Geographic Service Area:

**Required Documents Checklist:**

- Organization Profile (this document)
- Letter of Intent signed by ED and Board Chair

## **Donna McGinnis**

Donna McGinnis has served the nonprofit sector for nearly 20 years, with particular expertise in fund development. She leads the Nonprofit Management Program at Washington University in St. Louis, which grants graduate certificates and master's degrees. In addition to teaching at Washington University, Donna is involved in many other efforts serving the nonprofit sector.

Prior to her work in higher education, she served as a development director, an executive director, and as a consultant with The Rome Group, where she provided counsel to more than 60 charitable organizations in a variety of fields. She has been an active leader and mentor in her profession and a dedicated volunteer to her favorite causes.

Donna has a bachelor's degree in Communications from Washington State University and an MBA from Webster University. She is a Certified Fund Raising Executive (CFRE).