



THE LEADERSHIP INSTITUTE
High Dollar Fundraising School
Agenda

Day One

- 8:30-9:00 A.M. REGISTRATION and BREAKFAST**
- 9:00-9:15 Introduction**
- 9:15-10:30 Why People Give You Money**
- 10:30-10:45 BREAK & PHOTOGRAPH**
- 10:45-12:00 P. M. Upgrading Major Donors Into Mega Givers**
- 12:00-1:00 LUNCH**
- 1:00-2:00 The Art of the Ask One on One Fundraising**
- 2:00-2:15 BREAK**
- 2:15-3:45 Keys to Conducting an Effective Fundraising Event**
- 3:45-4:00 BREAK**
- 4:00-5:30 High Dollar Direct Mail**
- 5:30-6:15 How Capital Campaigns Can Super-Charge Your Fundraising Program**
- 6:15-6:45 DINNER**
- 6:45-7:30 Creating a Case for Giving**
- 7:30 ADJOURNMENT**

Day Two

- 8:30-9:00 A.M. SIGN-IN and BREAKFAST**
- 9:00-10:00 Organizing Your Development Department**
- 10:00-11:15 Keys to Successful Grant Proposals**
- 11:15-11:30 BREAK**

11:30-12:00 P.M.	Grant Proposal Exercise
12:00-1:00	LUNCH
1:00-2:15	Elements of a Planned Giving Program
2:15-3:30	Setting up a Planned Giving Program
3:30-3:45	Break
3:45-5:15	Panel: Networking Your Way to Success
5:15-6:00	Dinner
6:00-7:00	A Case Study: Putting It All Together
7:00	CLOSING REMARKS AND ADJOURNMENT

Sample Agenda