Comprehensive Fundraising Training

Fund Your Cause

The Comprehensive Fundraising Training enables you to attend four of Leadership Institute’s famous fundraising schools in one week.

Learn from the best in the business how to create a steadily growing revenue base for your organization or campaign; maximize your revenue potential; and raise funds through personal solicitation, grant-making foundations, planned giving programs, email, and direct mail.

You will learn how to

• Build winning relationships with donors
• Renew and upgrade donors -- keys to long-term success
• Implement proven direct mail concepts
• Write persuasive and effective grant proposals
• Develop an integrated online fundraising strategy

Leadership Institute
Steven P.J. Wood Bldg.
1101 N. Highland St
Arlington, VA 22201

Tuesday, March 8 - Friday, March 11
9:00 a.m. - 6:00 p.m.

$200 -or- $125
before March 1
(meals included)

Register Today

Register online at LeadershipInstitute.org or contact Kirsten Holmberg at KHolmberg@Leadershipinstitute.org or (703) 247-2000.

Leadership Institute
@LeadershipInst
LeadershipInstitute
LeadershipInstitute.org
What’s included in the Comprehensive Fundraising Training

High-Dollar Fundraising School

The High-Dollar Fundraising School teaches you how to maximize your revenue potential and create an effective case for long term giving. You will learn to upgrade current donors, organize successful fundraising events, and more.

Direct Mail School

At the Direct Mail School, professionals teach you how to raise money and generate a steady, growing revenue base for your campaign or organization. You will learn to implement proven direct mail concepts, build your donor file, write successful letters, design successful packages, and apply case study examples of successful programs.

Grant Writing Workshop

This Grant Writing Workshop trains aspiring and current grant seekers to write thorough and effective proposals, so your organization will receive the funding needed to carry out its mission.

Online (Digital) Fundraising Workshop

Discover the most useful and efficient strategies to raise money online for your campaign or organization. Learn how and where to test your online fundraising plan to optimize your time and resources. And learn to measure the success of your messages through analytics.