<table>
<thead>
<tr>
<th>TIME</th>
<th>TRAINING LECTURE</th>
<th>KEY LECTURE POINTS</th>
<th>FACULTY / SPEAKER</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00-9:30am</td>
<td></td>
<td>Registration and Breakfast</td>
<td></td>
</tr>
<tr>
<td>9:30-9:45am</td>
<td>Welcome and Opening Remarks</td>
<td>• Leadership Institute 101</td>
<td></td>
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<td></td>
<td></td>
<td>• Binder materials</td>
<td></td>
</tr>
<tr>
<td>9:45-10:45am</td>
<td>Why People Give you Money</td>
<td>• Who gives?</td>
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<td></td>
<td></td>
<td>• The keys to donor communication</td>
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<td></td>
<td></td>
<td>• THANK YOU</td>
<td></td>
</tr>
<tr>
<td>10:45-11:00am</td>
<td></td>
<td>Break</td>
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<tr>
<td>11:00-12:15pm</td>
<td>Creating a Case for Giving</td>
<td>• What is your case for giving?</td>
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<td></td>
<td></td>
<td>• How to develop the theme</td>
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<td></td>
<td>• How to integrate your case</td>
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<tr>
<td>12:15-12:45pm</td>
<td></td>
<td>Lunch</td>
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<tr>
<td>12:45-2:00pm</td>
<td>The Art of the Ask: One-on-One Fundraising</td>
<td>• What is personal solicitation?</td>
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<td></td>
<td></td>
<td>• Knowing when to ask</td>
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<td></td>
<td>• Tips and things to avoid</td>
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<tr>
<td>2:00-2:15pm</td>
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<td>Break</td>
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<tr>
<td>2:15-3:30pm</td>
<td>High-Dollar Direct Mail</td>
<td>• Why have a high-dollar direct mail program</td>
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<td></td>
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<td>• Acquiring lists</td>
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<td></td>
<td></td>
<td>• The letter</td>
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<tr>
<td>3:30-3:45pm</td>
<td></td>
<td>Break</td>
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<tr>
<td>Time</td>
<td>Session</td>
<td>Topics</td>
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<tr>
<td>3:45-5:00pm</td>
<td>How Capital Campaigns Can Super-Charge Your Fundraising Program</td>
<td>- The benefits of capital campaigns</td>
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<td></td>
<td></td>
<td>- The pieces of the puzzle</td>
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<td></td>
<td>- Putting it all together – video</td>
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<tr>
<td>5:00-6:00pm</td>
<td>Tips on How to Upgrade Your Donors</td>
<td>- What does it take?</td>
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<td></td>
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<td>- Communication needed to upgrade a donor</td>
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<tr>
<td>6:00-6:25pm</td>
<td></td>
<td>Dinner</td>
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<tr>
<td>6:25-6:35pm</td>
<td>Online Fundraising Workshop: Welcome and Opening Remarks</td>
<td>- Leadership Institute 101</td>
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<td></td>
<td></td>
<td>- Binder materials</td>
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<tr>
<td>6:35-7:35pm</td>
<td>An Online Advertising Crash Course for Fundraisers</td>
<td>- Strategy for online advertising to raise funds</td>
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<td></td>
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<td>- Formats, terminology and platforms for managing campaigns</td>
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<td>- Targeting and measuring success</td>
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<tr>
<td>7:35-7:45pm</td>
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<td>Break</td>
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<tr>
<td>7:45-8:40pm</td>
<td>The Fun Stuff: How To Use Digital Tools To Make Money Online</td>
<td>- How to run online campaigns that really make money</td>
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<td></td>
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<td>- Where to put your limited online fundraising resources</td>
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<td>- Using tried and true email tactics for raising money</td>
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<tr>
<td>8:40-9:15pm</td>
<td>Online Fundraising Optimization</td>
<td>- How to measure and optimize the right metrics to increase online revenue</td>
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<td></td>
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<td>- What to test; how to test; where to test</td>
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<td>- “Best practices” you should never follow: Lessons learned over four years of testing</td>
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<td>9:00-9:30am</td>
<td>Registration and Breakfast</td>
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<tr>
<td>9:30-10:30am</td>
<td>Organizing Your Development Department</td>
<td>• Why organize regardless of size&lt;br&gt;• Getting your board and staff engaged&lt;br&gt;• Developing your message</td>
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</tr>
<tr>
<td>10:30-12:00pm</td>
<td>Keys to Conducting Effective Fundraising Events</td>
<td>• Building and Sustaining Traditions&lt;br&gt;• Scalable Events/High Net Worth&lt;br&gt;• Event Planning with VIP’s&lt;br&gt;• Return on Investment</td>
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<tr>
<td>12:00-12:30pm</td>
<td>Lunch</td>
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<tr>
<td>12:30-1:30pm</td>
<td>Developing an Effective Planned Giving Program: What It Is and How You Can Be Successful</td>
<td>• What is planned giving?&lt;br&gt;• How to beat the IRS&lt;br&gt;• Bequests and other things</td>
<td></td>
</tr>
<tr>
<td>1:30-2:30pm</td>
<td>Corporate Fundraising</td>
<td>• What does it take?&lt;br&gt;• Effective corporate fundraising strategies</td>
<td></td>
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<tr>
<td>2:30-2:45pm</td>
<td>Break</td>
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<tr>
<td>2:45-4:45pm</td>
<td>Care and Feeding of Donors</td>
<td>• Putting it all together</td>
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<tr>
<td>4:45-5:00pm</td>
<td>Break</td>
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## Comprehensive Fundraising Training
### Steven P.J. Wood Building, Arlington, VA

<table>
<thead>
<tr>
<th>TIME</th>
<th>TRAINING LECTURE</th>
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<th>FACULTY / SPEAKER</th>
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</thead>
<tbody>
<tr>
<td>5:00-7:00pm</td>
<td>Grant Writing Workshop</td>
<td>• Nuts &amp; bolts of private grant proposals</td>
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<td></td>
<td></td>
<td>• Finding the funding</td>
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<td>• Creating the budget for your grant proposals</td>
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<tr>
<td>7:00-7:30pm</td>
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<td><em>Dinner and Adjournment</em></td>
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<tr>
<td>9:00-9:30am</td>
<td>Registration and Breakfast</td>
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<tr>
<td>9:30-9:45am</td>
<td>Welcome and Opening Remarks</td>
<td>• Leadership Institute 101</td>
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<td></td>
<td></td>
<td>• Binder materials</td>
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<tr>
<td>9:45-11:45am</td>
<td>How Direct Mail Fundraising Works</td>
<td>• Nuts and bolts overview of Direct Mail</td>
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<td></td>
<td></td>
<td>• Why Direct Mail Works</td>
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<tr>
<td>11:45-12:15pm</td>
<td></td>
<td><em>Lunch</em></td>
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<tr>
<td>12:15-1:30pm</td>
<td>Prospecting to Build Your Donor File</td>
<td>• Defining your mission</td>
<td></td>
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<td></td>
<td></td>
<td>• How to prospect</td>
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<tr>
<td>1:30-1:45pm</td>
<td></td>
<td><em>Break</em></td>
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<tr>
<td>1:45-3:00pm</td>
<td>Building Relationships with Donors: Thank You Letters and More</td>
<td>• Know how to know your donors</td>
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<td></td>
<td></td>
<td>• Thank you times 7</td>
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<td></td>
<td>• Newsletters</td>
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<tr>
<td>3:00-3:15pm</td>
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<td><em>Break</em></td>
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</table>
### Comprehensive Fundraising Training
Steven P.J. Wood Building, Arlington, VA

<table>
<thead>
<tr>
<th>Time</th>
<th>Training Lecture</th>
<th>Key Lecture Points</th>
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</thead>
<tbody>
<tr>
<td>3:15-4:15 pm</td>
<td>Using Your House File to Raise Money</td>
<td>• Who do you target?</td>
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<td></td>
<td></td>
<td>• Knowing which vehicles to use with your house file</td>
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<tr>
<td>4:15-5:30 pm</td>
<td>Using Words Wisely: Writing Successful Letters and Reply Forms</td>
<td>• Copy Basics</td>
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<td></td>
<td>• Learn to write fast, but edit slowly</td>
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<td></td>
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<td>• Class exercise</td>
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<tr>
<td>5:30-6:00 pm</td>
<td></td>
<td>Dinner</td>
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<tr>
<td>6:00-7:00 pm</td>
<td>Turning a Good Letter Into a Great Letter: Techniques Every Copyeditor Should Know</td>
<td>• Checklist for editing</td>
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<td></td>
<td>• Tips for copywriting</td>
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<td></td>
<td></td>
<td>• Basic components of a great letter</td>
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<td></td>
<td>• The science of the first line and the P.S.</td>
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</tbody>
</table>

#### Time Table

<table>
<thead>
<tr>
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<th>Training Lecture</th>
<th>Key Lecture Points</th>
<th>Faculty / Speaker</th>
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<tr>
<td>9:00-9:30 am</td>
<td>Registration and Breakfast</td>
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<tr>
<td>9:30-10:15 am</td>
<td>Lists and Mailing Schedules</td>
<td>• Know your goals for each of your mailings</td>
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<td></td>
<td></td>
<td>• List exchanges</td>
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<td></td>
<td></td>
<td>• Do’s and Don’ts</td>
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<td></td>
<td>• The art of a Direct Mail schedule</td>
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<td></td>
<td></td>
<td>• Scheduling for house files and prospects</td>
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<tr>
<td>10:15-11:00 am</td>
<td>What Does It Mean? Analyzing Your Direct Mail Results</td>
<td>• Organizing your data</td>
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<tr>
<td></td>
<td></td>
<td>• Analyzing your data</td>
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<td></td>
<td>• Fine-tuning your mailings</td>
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<tr>
<td>11:00-11:15 am</td>
<td>Break</td>
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<tr>
<td>Time</td>
<td>Session</td>
<td>Summary</td>
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<tr>
<td>11:15-12:15pm</td>
<td>An Offer They Can’t Refuse: Making a More Powerful Offer</td>
<td>• Point of sale&lt;br&gt;• Key components of fundraising appeal&lt;br&gt;• How and why an offer works</td>
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<tr>
<td>12:15-12:45pm</td>
<td>Lunch</td>
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<tr>
<td>12:45-1:30pm</td>
<td>Seeking Outside Help For Your Direct Mail Program</td>
<td>• Choosing a Direct mail firm and vendors&lt;br&gt;• Negotiating the contract&lt;br&gt;• Performing and monitoring</td>
<td></td>
</tr>
<tr>
<td>1:30-2:45pm</td>
<td>Fundamentals of Package Design and Production</td>
<td>• Get your package opened&lt;br&gt;• Personalization of the piece&lt;br&gt;• Timelines, limitations, and designs – avoiding common mistakes</td>
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<tr>
<td>2:45-3:00pm</td>
<td>Break</td>
<td></td>
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<tr>
<td>3:00-4:30pm</td>
<td>New Media: Integrating New Technology with Traditional Mail</td>
<td>• Importance of being online&lt;br&gt;• Creating an effective online environment&lt;br&gt;• Techniques to appeal and market new media with traditional mail</td>
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<tr>
<td>4:30-4:45pm</td>
<td>Break</td>
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<tr>
<td>4:45-5:00pm</td>
<td>Final Housekeeping</td>
<td>• Evaluations&lt;br&gt;• Glossary Additions&lt;br&gt;• Morton’s Laws</td>
<td></td>
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<tr>
<td>5:00-6:00pm</td>
<td>Dinner</td>
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