

TIME	TRAINING LECTURE	KEY LECTURE POINTS	FACULTY / SPEAKER
8:30-9:00am	<i>Registration and Breakfast</i>		
9:00-9:15am	Welcome and Opening Remarks	<ul style="list-style-type: none"> • Leadership Institute 101 • Binder materials 	Training Coordinator Leadership Institute
9:15-10:15am	Organizing Your Development Department	<ul style="list-style-type: none"> • Why organize regardless of size • Types of development roles & revenue sources • Build & personalize your fundraising plan • Getting your board and staff engaged 	
10:15-10:30am	<i>Break</i>		
10:30-11:30am	Why People Give You Money	<ul style="list-style-type: none"> • Who gives? • The keys to donor communication • THANK YOU 	
11:30-12:45pm	Creating a Case for Giving	<ul style="list-style-type: none"> • What is your case for giving? • How to develop the theme • How to integrate your case 	
12:45-1:15pm	<i>Lunch</i>		
1:15-2:30pm	Developing a Planned Giving Program	<ul style="list-style-type: none"> • What is planned giving? • Types of planned gifts & donors who make them • Bringing up the topic of a planned gift • Working with the IRS 	
2:30-2:45pm	<i>Break</i>		

2:45-4:00 pm	Personal Solicitation: One-on-One Fundraising for Major Gifts	<ul style="list-style-type: none"> • Identifying top prospects • Moves Management • Asking for a gift • Donor referrals • Tracking results 	
4:00-4:15pm	<i>Break</i>		
4:15-5:15pm	High-Dollar Direct Mail	<ul style="list-style-type: none"> • Direct Marketing: Building a Firm Foundation • Using mail to acquire large numbers of donors • Building relationships through mail, phone, & email • Asking again • Leveraging data to improve your system 	
5:15-6:00pm	<i>Dinner</i>		
6:00-6:05pm	Online Fundraising Workshop: Welcome and Opening Remarks	<ul style="list-style-type: none"> • Leadership Institute 101 • Binder materials 	Training Coordinator Leadership Institute
6:05-7:05pm	An Online Advertising Crash Course for Fundraisers	<ul style="list-style-type: none"> • Strategy for online advertising to raise funds • Formats, terminology and platforms for managing campaigns • Targeting and measuring success 	
7:05-7:15pm	<i>Break</i>		
7:15-8:10pm	The Fun Stuff: How To Use Digital Tools To Make Money Online	<ul style="list-style-type: none"> • How to run online campaigns that really make money • Where to put your limited online fundraising resources • Using tried and true email tactics for raising money 	
8:10-8:45pm	Online Fundraising Optimization	<ul style="list-style-type: none"> • How to measure and optimize the right metrics to increase online revenue • What to test; how to test; where to test • “Best practices” you should never follow: Lessons learned over four years of testing 	

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8:30-9:00am	<i>Breakfast</i>		
9:00-11:00am	Foundations: Grant Writing Workshop	<ul style="list-style-type: none"> • Nuts & bolts of private grant proposals • Researching and targeting foundations • Creating the budget for your grant proposals 	
11:00-11:15am	<i>Break</i>		
11:15-12:00pm	Corporate Fundraising	<ul style="list-style-type: none"> • Researching and targeting corporations • Why corporations donate • Effective corporate fundraising strategies • Success Stories • Resources to learn more 	Panel:
12:00-12:30pm	<i>Lunch</i>		
12:30-1:45pm	How Capital Campaigns Can Super-Charge Your Fundraising Program	<ul style="list-style-type: none"> • The benefits of capital campaigns • Choosing a theme and timeline • Writing the plan, tailored to your audience • Generating buzz • Putting it all together – video 	
1:45-2:00pm	<i>Break</i>		
2:00-3:30am	Keys to Conducting Effective Fundraising Events	<ul style="list-style-type: none"> • Building and Sustaining Traditions • Scalable Events/High Net Worth • Event Planning with VIP's • Return on Investment 	



High-Dollar Fundraising School
Steven P.J. Wood Building, Arlington, VA

3:30-3:45pm	<i>Break</i>		
3:45-4:45pm	Tips to Upgrade Your Donors	<ul style="list-style-type: none">• What does it take?• Communication needed to upgrade a donor• How to write good proposals	
4:45-5:00pm	<i>Break</i>		
5:00-7:00pm	Care and Feeding of Donors	<ul style="list-style-type: none">• Putting it all together• Principles for success	Morton Blackwell President Leadership Institute
7:00-7:30pm	<i>Dinner and Adjournment</i>		