

TIME	TRAINING LECTURE	KEY LECTURE POINTS	FACULTY / SPEAKER
9:00-9:30am	<i>Registration and Breakfast</i>		
9:30-9:45am	Welcome and Opening Remarks	<ul style="list-style-type: none"> • Leadership Institute 101 • Binder materials 	
9:45-11:45am	How Direct Mail Fundraising Works	<ul style="list-style-type: none"> • Nuts and bolts overview of Direct Mail • Why Direct Mail Works 	
11:45-12:15pm	<i>Lunch</i>		
12:15-1:30pm	Prospecting to Build Your Donor File	<ul style="list-style-type: none"> • Defining your mission • How to prospect 	
1:30-1:45pm	<i>Break</i>		
1:45-3:00pm	Building Relationships with Donors: Thank You Letters and More	<ul style="list-style-type: none"> • Know how to know your donors • Thank you times 7 • Newsletters 	
3:00-3:15pm	<i>Break</i>		
3:15-4:15 pm	Using Your House File to Raise Money	<ul style="list-style-type: none"> • Who do you target? • Knowing which vehicles to use with your house file 	
4:15-5:30pm	Using Words Wisely: Writing Successful Letters and Reply Forms	<ul style="list-style-type: none"> • Copy Basics • Learn to write fast, but edit slowly • Class exercise 	
5:30-6:00pm	<i>Dinner</i>		

6:00-7:00pm	Turning a Good Letter Into a Great Letter: Techniques Every Copyeditor Should Know	<ul style="list-style-type: none"> • Checklist for editing • Tips for copywriting • Basic components of a great letter • The science of the first line and the P.S. 	
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9:00-9:30am	<i>Registration and Breakfast</i>		
9:30-10:15am	Lists and Mailing Schedules	<ul style="list-style-type: none"> • Know your goals for each of your mailings • List exchanges • Do's and Don'ts • The art of a Direct Mail schedule • Scheduling for house files and prospects 	
10:15-11:00am	What Does It Mean? Analyzing Your Direct Mail Results	<ul style="list-style-type: none"> • Organizing your data • Analyzing your data • Fine-tuning your mailings 	
11:00-11:15am	<i>Break</i>		
11:15-12:15pm	An Offer They Can't Refuse: Making a More Powerful Offer	<ul style="list-style-type: none"> • Point of sale • Key components of fundraising appeal • How and why an offer works 	
12:15-12:45pm	<i>Lunch</i>		
12:45-1:30pm	Seeking Outside Help For Your Direct Mail Program	<ul style="list-style-type: none"> • Choosing a Direct mail firm and vendors • Negotiating the contract • Performing and monitoring 	

1:30-2:45pm	Fundamentals of Package Design and Production	<ul style="list-style-type: none"> • Get your package opened • Personalization of the piece • Timelines, limitations, and designs – avoiding common mistakes 	
2:45-3:00pm	<i>Break</i>		
3:00-4:30pm	New Media: Integrating New Technology with Traditional Mail	<ul style="list-style-type: none"> • Importance of being online • Creating an effective online environment • Techniques to appeal and market new media with traditional mail 	
4:30-4:45pm	<i>Break</i>		
4:45-5:00pm	Final Housekeeping	<ul style="list-style-type: none"> • Evaluations • Glossary Additions • Morton's Laws 	
5:00-6:00pm	<i>Dinner</i>		