



# Leadership Institute

## High-Dollar Fundraising School

### Day 1

#### **Registration & Breakfast**

8:30 a.m. – 9:00 a.m.

#### **Welcome and Introduction**

9:00 a.m. – 9:15 a.m.

#### **Four Steps to Any Donation**

9:15 a.m. – 10:15 a.m.

#### **Creating a Case for Giving: Mission & Projects**

10:15 a.m. – 11:15 a.m.

#### **Break**

11:15 a.m. – 11:30 a.m.

#### **Personal Solicitation: Amount & Timing**

11:30 a.m. – 12:30 p.m.

#### **Lunch**

12:30 p.m. – 1:30 p.m.

#### **Discovery**

1:30 p.m. – 2:30 p.m.

#### **Panel**

2:30 p.m. – 3:15 p.m.

#### **Cultivate: Moves Management**

3:15 p.m. – 4:15 p.m.

#### **Break**

4:15 p.m. – 4:30 p.m.

#### **Ask**

4:30 p.m. – 5:30 p.m.

#### **Dinner & Panel**

5:30 p.m. – 6:30 p.m.

#### **Adjournment**

6:30 p.m.



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## High-Dollar Fundraising School

### Day 2

#### **Breakfast**

8:30 a.m. – 9:00 a.m.

#### **Fundraising Events**

9:00 a.m. – 10:00 a.m.

#### **Organizing Your Development Department**

10:00 a.m. – 10:45 a.m.

#### **Break**

10:45 a.m. – 11:00 a.m.

#### **Capital Campaigns**

11:00 a.m. – 12:00 p.m.

#### **Lunch**

12:00 p.m. – 1:30 p.m.

#### **Planned and Legacy Giving**

1:30 p.m. – 2:30 p.m.

#### **Break**

2:30 p.m. – 2:45 p.m.

#### **Stewardship: Care & Feeding**

2:45 p.m. – 3:30 p.m.

#### **Panel**

3:30 p.m. – 4:00 p.m.

#### **Adjournment**

4:00 p.m.



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## Grant Writing Workshop

### **Registration & Breakfast**

8:30 a.m. – 9:00 a.m.

### **Welcome and Introductions**

9:00 a.m. – 9:15 a.m.

### **Writing Grant Proposals**

9:15 p.m. – 10:30 p.m.

### **Break**

10:30 a.m. – 10:45 p.m.

### **The Research to Back it Up**

10:45 a.m. – 12:00 p.m.

### **Panel & Lunch**

12:00 p.m. – 1:00 p.m.

### **Adjournment**

1:00 p.m.

Sample Agenda



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## Online Fundraising School

### **Registration**

1:30 p.m. – 1:45 p.m.

### **Welcome and Introductions**

1:45 p.m. – 2:00 p.m.

### **Fundraising Digitally**

2:00 p.m. – 3:00 p.m.

### **Digital Fundraising and Optimizing Analysis**

3:00 p.m. – 4:00 p.m.

### **Break**

4:00 p.m. – 4:15 p.m.

### **Online Advertising**

4:15 p.m. – 5:00 p.m.

- Strategy for online advertising to raise funds
- Formats, terminology, and platforms for managing campaigns

### **Panel & Dinner**

5:00 p.m. – 6:00 p.m.

### **Adjournment**

6:00 p.m.



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## Direct Mail School

### **Registration & Breakfast**

8:30 a.m. – 9:00 a.m.

### **Welcome and Introductions**

9:00 a.m. – 9:15 a.m.

### **Introduction to Direct Mail and Mechanics**

9:15 a.m. – 10:15 a.m.

### **Break**

10:15 a.m. – 10:30 p.m.

### **Direct Mail Prospecting**

10:30 a.m. – 11:30 a.m.

### **Lunch**

11:30 p.m. – 12:30 p.m.

### **House File**

12:30 p.m. – 1:30 p.m.

### **Package Design and Production**

1:30 p.m. – 2:30 p.m.

### **Break**

2:30 p.m. – 2:45 p.m.

### **Direct Mail Cultivation**

2:45 p.m. – 4:00

### **Turning a Good Letter into a Great Letter**

4:00 p.m. – 4:30 p.m.

### **Adjournment**

4:30 p.m.