



Highlights of Principles & Techniques of Fundraising

May 13-14, 2011 - Terre Haute, Indiana

Timeline (Tentative)

Friday, May 13, 2011:

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|------------|---|
| 10:00 a.m. | Introductions
Expectations and Obstacles
Giving Trends |
| 11:30 | Break |
| 11:45 | Fundraising as Values Exchange
Four-Legged Stool of Fundraising
Constituency Identification and Development |
| 1:00 p.m. | Lunch |
| 2:00 | Developing and Testing the Case for Support |
| 3:15 | Break |
| 3:30 | Ongoing Annual Support
Using Gift Range Charts |
| 5:00 | Adjourn |

Saturday, May 14, 2011:

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| 8:30 | Review Principles from Previous Day |
| 9:00 | Board and Staff Roles in Fundraising |
| 10:00 | Break |
| 10:15 | Psychology of Giving and Asking
Solicitation Practicum |
| Noon | Lunch, Review & Wrap-Up |
| 1:00 | Adjourn |