

FUNDRAISING

Nonprofits operate on the money of other people. Without it, they fold. Acquiring funds from a diversity of donors—and at times from service fees and other sources of revenue—is a task the occupies the time and talents of the Board, other volunteers and the staff.

Courses in this section are designed to provide those who are involved in fundraising an array of skills taught by instructors who coordinate special events, write grants, make personal asks, manage campaigns, and work in developing planned giving initiatives.

Grant Readiness and Research

Tracy Kunkler

tracy@simsandsteele.com

This one-day course will help you organize the process of planning for and finding grants to support your nonprofit organization's work. It is based on the premise that grant writers do not get grants; sound programs and planning do. This interactive session will include: Part One—Learn a document management system that brings together all the information you need to apply for most grants. This tool can help develop competitive proposals and ensure a good process for communications among staff, board, volunteers, and partners. Part Two—Think through the elements of a good grants strategy and how to use that to identify funding opportunities for your organization. Learn how to adapt your organization's grant strategy for the new economy, which has impacted foundations' ability to give and priorities for funding. Part Three—Get tips on writing competitive proposals.

\$82 | 5 hours

Materials fee: \$5, due at start of course (exact amount please)

BRYSON CITY | ID: 12560

Wednesday, September 9

10 AM to 4 PM (1 hr networking lunch)

Southwestern Community College,
Bryson City Campus, Room 110

Capital Campaign for Spiritual Communities

Andi Tillman

andit@tri-uconsulting.com

Gain an understanding of the basic stages and philosophies behind conducting a capital campaign for a church or spiritual community, including enhanced annual stewardship practices, planned giving programs, and communication strategies. Students will understand important differences in approach between a typical community campaign and a campaign for a spiritual community. Emphasis will be on strengthening community through the fundraising processes.

\$98 | 6 hours

Materials fee: \$5, due at start of course (exact amount please)

DURHAM | ID: 12599

Friday, September 11

9 AM to 4 PM (1 hr networking lunch)

Duke University, Erwin Mill Building,
Bay C, Room 103C

DURHAM | ID: 12600

Friday, November 6

9 AM to 4 PM (1 hr networking lunch)

Duke University, Erwin Mill Building,
Bay C, Room 103C

Grant Strategies and the Political Process

Tammie Hoy

tammie@lowcountryhousingtrust.org

Elected officials are key to helping nonprofits prioritize community issues and enabling funding options to meet agency needs. This course will focus on understanding the relationships between elected officials and the nonprofit sector, including advocacy vs. lobbying and how to protect a 501(c)(3) while advocating for a cause. The course will also identify local, state, and federal resources and strategies for assessing new innovative funding opportunities.

\$66 | 4 hours

Materials fee: \$10, due at start of course (exact amount please)

CHARLESTON, SC | ID: 12488

Thursday, September 17

8:30 AM to 12:30 PM

St. Francis Hospital, Mall Classroom 2

CHARLESTON, SC | ID: 12489

Friday, November 6

8:30 AM to 12:30 PM

St. Francis Hospital, Mall Classroom 4

What Grantmakers Want

Sabrina Jones Niggel

jonesniggel@yahoo.com

Ever wonder what goes through the heads of the folks working at foundations? Has your grant-seeking ever caused you to experience anger, dread, grief or panic? Have you ever written a darn good proposal and wondered why it was rejected? If you answered “yes” to any of these questions, this class is for you! Learn from a foundation program officer how to get the attention of proposal reviewers and find out what goes on behind the scenes. Students are welcomed to bring copies of proposals from their agencies for review. Emerge a stronger proposal writer and a less angry grant-seeker.

\$98 | 6 hours

SPARTANBURG, SC | ID: 12511

Thursday, September 17

10 AM to 4 PM

(Working lunch; bring a bag lunch)

Spartanburg Community College,
Central Campus, Health Sciences Bldg,
HSB 115

GREENVILLE, NC | ID: 12576

Friday, September 25

10 AM to 4 PM

(Working lunch; bring a bag lunch)

Edwin W. Monroe AHEC Conference
Center, Albemarle/Croatan Room

COLUMBIA, SC | ID: 12477

Friday, October 30

10 AM to 4 PM

(Working lunch; bring a bag lunch)

Still Hopes Retirement Center,
Club Room - Building 5

CHARLOTTE | ID: 12469

Thursday, November 12

10 AM to 4 PM

(Working lunch; bring a bag lunch)

Montreat College, Charlotte Campus, TBD

Effective Grant Writing

Tammie Hoy

tammie@lowcountryhousingtrust.org

Grant Writing is critical to an organization’s ability to access a variety of funding sources. This course will focus on research tools, web-based search engines and strategies for identifying various grant opportunities. We will review government, private, foundations and corporate sources. Techniques for preparing a successful grant proposal, defining outcomes, performance measures, and monitoring requirements will all be reviewed.

\$66 | 4 hours

Materials fee: \$10, due at start of course
(exact amount please)

CHARLESTON, SC | ID: 12490

Friday, September 18

8:30 AM to 12:30 PM

St. Francis Hospital, Mall Classroom 2

CHARLESTON, SC | ID: 12491

Tuesday, November 10

8:30 AM to 12:30 PM

St. Francis Hospital, Mall Classroom 2

Grassroots Fundraising

Ruth Peebles

rpeebles@theinsgroup.com

Perfect for the newcomer to fundraising, this course will take you through the most effective and successful methods of raising money. You will discover the nuts and bolts ideas and activities to help you fundraise. Learn about current trends in giving, annual giving programs, direct mail, prospecting new donors, and managing your donor base. You will be guided from “the ask” to the acknowledgement and will find

that fundraising is a simple process anyone can learn.

\$98 | 6 hours

Materials fee: \$7, due at start of course
(exact amount please)

GREENVILLE | ID: 12573

Monday, September 21

9 AM to 4 PM

(1 hour networking lunch)

Edwin W. Monroe AHEC Conference
Center, Main Dining Room

GREENSBORO | ID: 12453

Wednesday, September 23

9 AM to 4 PM

(1 hour networking lunch)

Greensboro Public Library at
Central Library, Tannenbaum Room

KILL DEVIL HILLS | ID: 12530

Tuesday, November 10

9 AM to 4 PM

(1 hour networking lunch)

The Nature Conservancy Office at
Nags Head Woods, Education Pavilion

The Art of Persuasive Communication

Lili Gresham

lgresham@csuniv.edu

During challenging economic times charitable giving is limited, while the competition for funds is fierce. With donors being protective with their dollars, a nonprofit’s presentation has only a few minutes to leave a lasting impression that inspires action. This class demonstrates the techniques, theories and guidelines that help make an average presentation into one that will spark interest and provide a confident call to action.

\$66 | 4 hours

CHARLESTON, SC | ID: 12486

Tuesday, September 22

8:30 AM to 12:30 PM
St. Francis Hospital, Mall Classroom 2

CHARLESTON, SC | ID: 12487

Thursday, November 12

8:30 AM to 12:30 PM
St. Francis Hospital, Mall Classroom 2

ABC's of Grant Writing

Ruth Peebles

rpeebles@theinsgroup.com

Grant dollars are available to tenacious nonprofits who know how to ask and who to ask. Learn about the grantsmanship process—from foundation research and cultivation to the development and writing of a proposal. Know the typical questions funders ask when considering a proposal and the criteria used. Class will focus on the key components of a grant proposal.

\$98 | 6 hours
Materials fee: \$7, due at start of course
(exact amount please)

DURHAM | ID: 12544

Tuesdays, September 22 & 29

6 to 9 PM
Duke University, Erwin Mill Building,
Bay C, Room 103C

GREENSBORO | ID: 12454

Wednesday, October 7

9 AM to 4 PM
(1 hour networking lunch)
Greensboro Public Library at Central
Library, Tannenbaum Room

GREENVILLE | ID: 12574

Tuesday, October 27

9 AM to 4 PM
(1 hour networking lunch)
Edwin W. Monroe AHEC Conference
Center, Main Dining Room

Essentials of Fundraising

William Garcia

wgarcia@yahoo.com

How do you leverage existing board relationships in fundraising efforts? Are you satisfied with your efforts to diversify funding sources? Attend this workshop to review strategies and discuss methods for planning, implementing and evaluating fundraising initiatives. Discuss how to maximize the net contribution to special events, organize volunteers for annual campaigns, solicit major gifts through membership campaigns, and other ways to raise funds for your organization.

\$50 | 3 hours
Materials fee: \$10, due at start of course
(exact amount please)

CHARLOTTE | ID: 12466

Friday, September 25

1 to 4 PM
Montreat College, Charlotte Campus,
TBD

CHARLOTTE | ID: 12465

Friday, October 30

1 to 4 PM
Montreat College, Charlotte Campus,
TBD

Friend and Fundraising on the Web

Melissa LeRoy

melissa@fence.org

The internet has changed the way nonprofits market their programs/services and advance their overall work. This course will look at “social media” and other web-based vehicles that use the internet to instantly promote programs/services, recruit volunteers and support, collaborate with others, and have constant conversations with people near and

far on ideas and causes that apply to your nonprofit. Two big benefits of online outreach are that using the internet is low-cost (really no cost other than initial software set-up and some staff time) and extremely timely (you can get messages out virtually immediately!). In this session, you will learn how your nonprofit can use the new internet-based tools to: Raise and receive donations; Spread your mission; Recruit new volunteers; Engage existing volunteers; Invite opinions on your services and products.

\$96 | 5 hours
Materials fee: \$5, due at start of course
(exact amount please)

GREENSBORO | ID: 12456

Monday, September 28

10 AM to 4 PM
(1 hour networking lunch)
Greensboro Public Library at Central
Library, Computer Lab - 208

SPARTANBURG, SC | ID: 12507

Saturday, December 12

10 AM to 4 PM
(1 hour networking lunch)
Spartanburg Community College,
Central Campus, West Building,
Room C4-L

Fundraising Effectiveness for Nonprofits

Alice Lutz

alutz@oxygenconsulting.com

Do you have the right mix of fundraising for your organization's resources? Fundraising is not just about the money—it is relationship building and strategizing. Learn the essential elements of your fundraising mix including: exploring the current economic climate, research, team development, planning, logistics, and follow-up/follow-through.

\$98 | 6 hours
Materials fee: \$5, due at start of course
(exact amount please)

DURHAM | ID: 12533

Tuesday, October 6

9 AM to 4 PM

(1 hour networking lunch)

Duke University, Erwin Mill Building,
Bay C, Room 103C

Fundraising Now— Surviving and Thriving in Challenging Times

Angela Kemper

angela@hunter-kemper.com

Are you looking for ways to energize your fundraising efforts? This workshop will provide you with tools and skills to strengthen your fund development program in these challenging economic times. We will review recent fundraising trends and discuss how they apply to your organization. Update and refine your ideas for reaching out to donors and prospects of all types—individuals, businesses, and foundations. You will leave this class with: Strategies and action steps for increasing your fundraising revenue from individuals and businesses; An understanding of how foundation giving is changing and how to respond; Improvements for your communication with donors and prospects; and Activities you can use to get your board more involved in fundraising.

This interactive session will prepare you to strengthen your organization's fundraising program and invigorate your daily development efforts.

\$66 | 4 hours
Materials fee: \$5, due at start of course
(exact amount please)

FLAT ROCK | ID: 12552

Tuesday, October 6

10 AM to 3 PM

(1 hour networking lunch)

Blue Ridge Community College,
Continuing Education Bldg, Room 122

ABC's of Special Events

Melissa LeRoy

melissa@fence.org

Special events, regardless of the size, have a lasting effect on your organization's image. Therefore a lot of time and effort need to go into every fundraiser to ensure you get the greatest return on investment and more money and new friends for your organization. This session will: help participants identify the right events for their organization; learn how to engage board and committee members; illustrate how to prepare sample budgets; teach how to prepare creative invitations that get a response; learn how to promote the event; and showcase great special events that boost your organization's income.

\$82 | 5 hours
Materials fee: \$5, due at start of course
(exact amount please)

SPARTANBURG, SC | ID: 12510

Wednesday, October 7

10 AM to 4 PM

(1 hour networking lunch)

Spartanburg Community College,
Central Campus, Health Sciences
Building, HSB 115

Event Management

Alice Lutz

alutz@oxygenconsulting.com

Learn the essentials of event management whether you are: "fund raising," "friend raising," or "fun raising." This class will outline a basic approach to event management including: committee and volunteer development, planning and implementation, securing appropriate resources, underwriting and in-kind donations, methods for evaluation, and follow-up strategies. Through examples of events (both small and large), participants will see how critical event planning is to setting the stage for success and contingencies for failure.

\$98 | 6 hours
Materials fee: \$7, due at start of course
(exact amount please)

KILL DEVIL HILLS | ID: 12528

Thursday, October 22

9 AM to 4 PM

(1 hour networking lunch)

The Nature Conservancy Office at
Nags Head Woods, Education Pavilion

Fresh Approaches to Securing Business Support

Melissa LeRoy

melissa@fence.org

Businesses and corporations have changed their philosophy regarding donations and have become more strategic in giving to nonprofit organizations. These changes mean nonprofits must adapt their relationships if they are to receive support from the business sector. This session will: Explore current trends in corporate giving and how nonprofits can incorporate these insights into their fundraising efforts; Help par-

ticipants identify what businesses and special events would be a good fit for their organization; Teach how to put together a simple package to present to the business and in turn how to deliver the results promised in the package; Showcase a great fundraising program and break it down piece by piece to illustrate how to have successful fundraisers year-round.

\$98 | 6 hours

Materials fee: \$5, due at start of course (exact amount please)

SPARTANBURG, SC | ID: 12509

Wednesday, November 4

9 AM to 4 PM

(1 hour networking lunch)

Spartanburg Community College,
Central Campus, Health Sciences Bldg,
HSB 115

GREENVILLE, NC | ID: 12575

Monday, November 16

9 AM to 4 PM

(1 hour networking lunch)

Edwin W. Monroe AHEC Conference
Center, Main Dining Room

Grant Proposals: Planning for Positive Results

Amy Montgomery

amy@dareeducationfoundation.org

Does “grant writing” sound like a daunting task? Are you or could you be a grant writer? A grant writer is a passionate person on a mission to solve a problem or meet an unmet need. Successful grant writers know that writing is the easy part, especially if you have someone who will edit your work. Passion for your work is your number one tool to get funded. You know your target audience, what they need and how to help. With some solid research, careful and realistic planning, strong and strategic relationships, and a good editor, you can be a successful grant writer. Participants will finish this personalized course with a checklist and roadmap, definite Do’s and Don’ts, and completely convinced that they have what it takes to be a successful grant writer.

\$98 | 6 hours

Materials fee: \$5, due at start of course (exact amount please)

KILL DEVIL HILLS | ID: 12529

Thursday, November 19

9 AM to 4 PM

(1 hour networking lunch)

The Nature Conservancy Office at
Nags Head Woods, Education Pavilion

Individual Donors: The Key to Fundraising Success

Ann Fritschner

annieme@bellsouth.net

This session will focus on the individual donor, the most philanthropic source of contributed income. We will look at why fundraising should be focused on the individual and what individuals want to support. This session will unlock the individual prospect as donor, volunteer, marketing medium and key “player” for your organization. It is appropriate for beginners and will also serve as affirmation for more seasoned non-profit leaders.

\$82 | 5 hours

Materials fee: \$7, due at start of course (exact amount please)

SPARTANBURG, SC | ID: 12521

Tuesday, December 8

10 AM to 4 PM

(1 hour networking lunch)

Spartanburg Community College,
Central Campus, Health Sciences Bldg,
HSB 115

TESTIMONIAL

“The courses I took in the Program and the instructors who taught me were all terrific. After working in another field for many years,

I feel the Duke Program has given me most, if not all, the tools I need to succeed in a new career in nonprofit leadership.

“I’m now testing that theory as the newly hired executive director of a nonprofit food bank for financially struggling senior citizens. . . .

The selection committee that recommended hiring me appeared more impressed by Duke classes than by anything else in my application.

“Thank you for offering this training and for making it so accessible. I plan to take more courses in the future to broaden and update my skills.”

—Bill Kessler

Mr. Kessler completed the 50-hour requirement for the Duke Certificate in Nonprofit Management in April 2009