



BILL RICHARDSON
GOVERNOR

FRED MONDRAGÓN
CABINET SECRETARY

For immediate release
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Contact: Michael Moxey
o: 505-827-2020 c: 505-660-1926

New Mexico MainStreet Program to Host Fundraising Workshop

January event to focus on easing fundraising frustrations

SANTA FE, N.M.- The New Mexico Economic Development Department's MainStreet Program will be hosting a fundraising workshop on January 8, 2010 in Albuquerque entitled "Raising Funds: Taking the Frustration and Fear Out of Fundraising and Replacing It with a Successful and Fun Process."

The workshop is designed to assist staff and board members from community development organizations and other non-profits. Topics will focus on creating a healthy fundraising culture in an organization, effective fundraising strategies, building fundraising plans and creating an action plan for immediate implementation.

The training will be provided by Lani Lott, President of L.L. Consulting, who brings 17 years of assisting communities with revitalization and development. Ms. Lott has worked with local governments, Main Street programs, redevelopment agencies, business associations, chambers of commerce, business improvement districts, community development corporations, downtown organizations and other non-profits throughout the Southwest.

Registration is required. The workshop is free for staff and volunteers of New Mexico MainStreet Projects, while non-MainStreet representatives may register for a \$50 fee. The registration deadline is December 30.

The event will be held from 9AM-4PM at the Mid-Region Council of Governments Conference Room, 809 Copper Ave. NW, in Albuquerque.

For more information, please contact MainStreet Revitalization Specialist Meghan Bayer at (505) 827-5650, or meghan.bayer@state.nm.us.

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