

Raising Funds:



Taking the Frustration and Fear Out of Fundraising and Replacing It with a Successful and Fun Process

Friday, January 8, 2010

9:00 a.m. – 4:00 p.m.

**Mid-Region Council of Governments Conference Room
809 Copper Avenue NW
Albuquerque, NM 87102**

Too often fundraising is perceived as fearful and an uncomfortable part of managing a non-profit corporation.

Leaders understand they have to ask, but do they have the tools to make this responsibility easier?

Fundraising events can look successful, but did they really generate any profit?

Grants sound good in theory, but does the effort outweigh the benefit?

This day-long workshop will help answer these and many other questions about fund raising.

What You'll Learn:

- Roles, responsibilities and policies for creating a healthy fundraising culture in your organization
- A menu of effective fundraising strategies and a tool box of ideas
- How to build a fundraising plan to meet short and long term needs
- An action plan to take back and implement immediately

Who Should Attend

- Members of the MainStreet Organization Committee
- MainStreet Board Officers and members
- MainStreet Manager and staff
- Board members, Volunteers and Staff from Other Non-Profit Organizations

Agenda

8:45 – 9:00 a.m.
Registration

9:00 – 9:15 a.m.
**Welcome and
Introductions**

9:15 – 9:45
Roundtable Discussion:
**What fundraising
strategies are working
or not working in today's
economy, what new
ideas are you trying and
biggest challenge?**

9:45 – 10:30
**Fundraising Roles:
Who Does What?**

10:30 – 10:45
Break

10:45 – 11:15
**Your Funding Pie – Where
is the money coming from
and where does it go?**

11:15 – Noon
**Defining your Goals/
Outcomes and
Identifying Fundraising
Strategies to them**

Noon – 1:15 pm.
Lunch on your own

1:15- 1:45 p.m.
Fundraising Strategies:

Individual Giving

1:45 – 2:15 p.m.
Special Events

2:15 - 2:30 p.m.
Break

2:30 – 3:00
Fees and Earned Income

3:00 – 3:30
**What's in Your
Fundraising Toolbox?**

3:30 – 4:00
**Ready, Set, Ask –
Implementing the Plan**

ATTENDEES SHOULD BRING TO THE WORKSHOP: CURRENT FUND RAISING MATERIALS AND COLLATERAL

Session Leader

Ms. Lani Lott, President of L.L. Consulting has over 17 years of assisting communities with the revitalization and development of their historic downtown cores, traditional commercial districts, urban commercial corridors, and business improvement areas. 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 Info

Registration is free for volunteers and staff of New Mexico MainStreet Programs. There is a \$50 non-refundable registration fee for non-MainStreet representatives. Please register by December 30. Space is limited, and registrations will be honored on a first come, first served basis. Registration does not include transportation, lodging, or food.

Registration is online at: <http://nmmainstreet.org/mainstreet/news.php>

Non-MainStreet representatives, your \$50 registration fee must be received at the address below to guarantee your space. Please make check out to Friends of New Mexico MainStreet.

Economic Development Department
New Mexico MainStreet
Joseph Montoya Building
1100 St. Francis Drive, Santa Fe, NM 87505

Contact Meghan Bayer with questions, 505-827-5650 or meghan.bayer@state.nm.us



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