

Name	Position		
Organization			
Address	City	State	Zip
Telephone	Fax		
Email	Amount Enclosed \$		

Registration deadline: Friday, May 30.

Mail with registration fee to: Richland County Foundation, 24 W. Third Street, Suite 100, Mansfield, OH 44902-1209
(Please copy this form for each reservation.)



**RICHLAND
COUNTY
FOUNDATION**

24 West Third Street, Suite 100
Mansfield, Ohio 44902-1209
www.rcfoundation.org



The Business of Nonprofits

**Becoming a More Effective
Organization in the
New Nonprofit Environment**

Fundamentals of Fund Raising

Two-day workshop

**Wednesday, June 4, 2008
Thursday, June 5, 2008
Mid-Ohio Conference Center**

Sponsored by:



www.rcfoundation.org

Who Should Attend

Development officers, administrative staff, annual campaign staff, and board members or other volunteers involved with a non-profit organization's annual campaign and fund raising programs.

Program Schedule

Date: Wednesday, June 4, 2008
Thursday, June 5, 2008

Time: Registration: 8:00 a.m.
Workshop: 8:30 a.m. to 4:30 p.m.

Place: Mid-Ohio Conference Center

Cost: \$100.00 for two-day workshop
\$75.00 each, for additional staff or board members from the same organization.

Lunch will be provided.

Space is limited.

Registration deadline: Friday, May 30

**For more information, call
Richland County Foundation
at 419-525-3020**

The Content

Session I: (Day 1) New Donors are Searching for Great Charities

- Learn how baby boomers and women donors are changing philanthropy
- Discover the importance of raising money, one donor at a time
- Write a case that attracts meaningful gifts
- Explore what keeps donors, for life

A one-hour introduction on *Trends and Issues in Fundraising* will be included in the first day of the program and will be particularly interesting to board members and executive directors.

Session II: (Day 2) Write a Development Plan to Attract and Keep Donors – in 10 steps

Incorporates traditional fundraising methods with new ones:

- Write a plan that engages leadership for philanthropy
- Identify constituencies who will say “yes”
- Tailor and match your cases to potential donors
- Design the infrastructure to support successful fundraising

The Instructor

Karla Williams, MA, ACFRE, is a nationally recognized consultant in the philanthropic field with over 35 years in professional fund development. Ms. Williams is principal of THE WILLIAMS GROUP in North Carolina.



Most of her professional work is in the classroom, giving presentations or writing about development trends and issues.

She is a faculty member at the Indiana School of Philanthropy, is a core faculty member of St. Mary's University of Minnesota master's program in Philanthropy and Development, and is an adjunct faculty member at the Center for Business Excellence at the University of St. Thomas in Minnesota.

Karla Williams has an M.A. of Philanthropy and Development from St. Mary's University of Minnesota and currently serves on the National Advanced Certified Fund Raising Executive (ACFRE) Board.

She has authored the best-selling book, Donor Focused Strategies for Annual Giving.