



Fundraising for the Future has been the best thing we have ever done from an organizational development standpoint. Not only are we being given the tools to implement what we've learned, but it has helped us put our house in order from top to bottom. Thank you!

— Fundraising for the Future series participant

In these uncertain economic times, it is more important than ever to use effective fundraising approaches, and to have ambitious, achievable and targeted fundraising plans.

TREC's **Fundraising for Future** is a distance-based learning program for development and management staff members who are new to fundraising. The series consists of ten web-based training sessions, which will be scheduled monthly from February until November 2010. The sessions will focus on the fundamentals of fundraising, with a concentration on raising more money from more individuals. The logic of this emphasis is two-fold: 1) individuals contribute vastly more money to nonprofits than foundations and corporations, and; 2) a grassroots membership base not only supports the organization financially, but also buttresses environmental issue campaigns.

As a building-blocks series **Fundraising for the Future** is best suited to groups who have new staff (less than two years tenure) in fundraising roles (membership manager, development director or executive director).

Webinar Training Series

Our 2010 sessions — with simultaneous web-based visual content and conference call discussions — will be jam-packed with practical how-to's, examples from organizations like yours, collegial discussion, and role-playing. Topics that we will cover:

- Developing and managing a fundraising plan
- Attracting — and retaining — members
- Cultivating, asking, and retaining major donors
- Evaluating your fundraising database
- Initiating or expanding a monthly donor program
- Pursuing bequests and other legacy gifts
- Making smart use of special events
- Getting your Board to fundraise

- Fundraising online
- Motivating and engaging program staff in fundraising
- Other topics that you and your organization may need to diversify and stabilize your fundraising

Each participant group will assign a primary participant who will participate in all of the monthly web-based training sessions. Additional representatives from each group are encouraged to attend specific sessions as appropriate. For example, the Executive Director and a Board leader can attend the session on major gift fundraising, or a Communications staffer can attend the session on e-fundraising.

Prior to the sessions, participants will receive informative reading on the topic, as well as templates and samples. After the sessions, participants will be expected to put what they have learned into practice. Throughout the series, participants will be asked to demonstrate the progress they are making by turning in their work. For example, participants produce and submit for review case or “elevator” statements, membership appeal calendars and fundraising plans.

Sessions will be led by TREC senior fundraising associates Elizabeth Hospodarsky and Kim Gilliam.

Elizabeth Hospodarsky, Senior Associate, grew up exploring wild places like the Cascade Mountain Range and the Appalachian Trail with her mountaineer father. Though her pack was nearly as big as she was, she developed a deep passion for wilderness and biodiversity. Elizabeth brings this passion into her work at TREC by helping clients with fundraising planning, strategies and donor development. Elizabeth has been a non-profit professional since 1995 and has successfully fulfilled the roles of founder, board member, Development Director, and Executive Director for organizations working to care for our earth and the plants and animals living on it. Most recently, Elizabeth worked as an organizational and development consultant, helping a wide range of organizations overcome challenges to successfully fulfilling their critical missions.

Kim Gilliam, Senior Associate, has been involved in the creation and direction of dynamic fundraising efforts for more than two decades. After several years of working as a VISTA volunteer in various community organizing roles in North Dakota, from 1988-2002 he was the Chief Development Officer for the Southern Environmental Law Center, based in Charlottesville, Virginia. During his fourteen year tenure the organization grew from a \$500,000 to a \$5 million annual budget. He was primarily responsible for building a nationally recognized individual major gifts program that grew to generate fifty percent of the organization’s annual budget. He also spearheaded the organization’s successful \$15.5 million Campaign for the Environmental Future of the South from 1997-2000.

Given that TREC’s staff resources are limited and the outlay of time for these workshops is significant, we do have expectations, and we take them very seriously. Not living up to your organization’s side of the bargain can affect your eligibility for future TREC services.

1. At the start of **Fundraising for the Future** — and again one year later — each participating group must, carefully and conscientiously, complete a **benchmarks** document that will help us gauge series impact. This document captures information about how much money your organization raises and from which sources.

2. Participants need to **attend sessions in full**. This means not cutting out early or joining up late. Keep in mind that we have limited resources, and so will have to turn down some series applicants. It isn't fair to them to have those we accept not take full advantage of the opportunity.

3. Participants need to read pre-session materials and promptly turn in assignments (e.g., elevator statements, member appeal calendars, and fundraising plans).

4. Participants must complete very short workshop **evaluations** after every session, so that we can learn what succeeded, and what we need to change next time. And, participants must complete an **overall series evaluation**.

Want to apply?

Limited resources will allow us to accommodate only a handful of groups. We urge you apply only if you're able to accept the conditions outlined above, and:

- Your group is genuinely committed to diversifying its income by raising more money from individuals.
- Your participants will have the time not only for the workshops, but also to methodically apply the learnings.
- Your group is willing to more tightly integrate your staff who work on program and your staff who work on fundraising.
- Your participants intend to stay in their jobs for at least three years.

Please complete the application which is also attached and return it to Elizabeth Hospodarsky at Elizabeth@trec.org. The deadline is Friday, December 18, 2009. It would helpful to have applications sooner, if possible.

QUESTIONS before proceeding? Call Elizabeth Hospodarsky at (520) 299-1903. You can e-mail Elizabeth at elizabeth@trec.org.