

Fundraising Workshop Agenda
March 14 – 17, 2006

General Objective:

Provide participants with access to knowledge and skills that will aid in their fund raising activities at both the local and international levels.

Specific Objectives

- Participants are motivated to create fundraising plans, with specific emphasis on the importance of strategic and financial planning and setting fundraising goals
- Participants are provided an understanding of useful tools to identify and research donors and other fund-raising opportunities, and understand how to use them.
- Participants develop a general knowledge about proposal writing that will help improve in presenting projects to potential donors.
- Participants learn to use tools and techniques to pitch and “sell” donors on projects or ideas.

Expected Results

At the end of Conservation Training Week participants will:

- Have an improved knowledge on developing their fundraising activities.
- Learned new fundraising techniques and had an opportunity to practice these new skills in a supervised environment
- Developed a proposal template for a current project
- Be able to identify and research potential donors
- A better understand how to tailor or pitch their projects to donors

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Tuesday, March 14

- Introduction to topics, trainer, participants, objectives and goals
- Strategic and Financial Planning – Meeting donors requirements
- The Mission and its meaning to potential donors
- Fund raising: an art through a process
 - Budget: the Key to meeting fund-raising goals
 - Preparing a budget for fund raising
 - The importance of diversification of income sources
- How to write a formal proposal for a donor – Introduction
 - Elements
 - Formats
- The Executive Summary: Opening or closing doors
- Writing an executive summary (Case Study)
- Group discussion
- Writing a formal proposal (Case Study)
- Group Discussion

Wednesday, March 15 (afternoon only)

- Recap the previous day's work
- The executive summary for a real Project (group or individual work)
- Group discussion
- Writing a proposal for a real project
- Group discussion
- Revising and finalizing proposals (Consulting session with trainers)

Thursday, March 16

- Donors
 - Local and International
 - Researching, Cultivating and Maintaining donors
- How to find information about potential donors
 - Internet
 - Through third parties
 - Publications
 - Others
- Identifying potential donors (work group)
- Asking for a donation: How to prepare yourself and respond (role play)
- Group discussion
- When a donor says no – What “no” could mean
- What to do after a donation or a rejection
- Workshop recap - Questions and answers
- Consulting session with trainers

Trainer: Angel Cardenas

Has been working in the fundraising area for 14 years. Some of the organizations he has worked for include the National Association for the Conservation of Nature (ANCON) in Panama, The Nature Conservancy, the Hispanic Radio Network and the People's Free Clinic (Clinica del Pueblo) in the United States. In addition to working as consultant helping non-profit organizations in Central and South American with their fund-raising departments and activities, he has also served as a trainer in several of the Conservancy's Conservation Training Weeks.