



Principles and Practices of Fundraising . . . Getting It Right

Presenter — Brad Layland • CEO, The Focus Group

8:30 – 9:30

Themes in Fundraising

- ▶ Time
- ▶ Relationships
- ▶ 180°
- ▶ “Best time to raise money is when you . . .”
- ▶ “Lifetime” & “Important”
- ▶ Few do a lot; many do little
- ▶ Follow up
- ▶ Shoe Leather

9:30 – 10:00

Q & A Discussion

10:00 – 10:20

Refreshment Break

10:20 – 11:20

Six Key Principles of Fundraising

- ▶ People give to people, people they know and people they trust
- ▶ People give because they are asked and shown how
- ▶ People give when they are involved and have a sense of ownership
- ▶ Giving is a way of life
- ▶ A “no” is never forever
- ▶ Proper planning maximizes results and minimizes costs

11:20 – 11:40

Q & A Discussion

11:40 – 1:00

Lunch – On your own

1:00 – 2:00

Fundamental Framework of Fundraising

- ▶ Case
- ▶ Leadership
- ▶ Prospects
- ▶ Strategy
- ▶ Plan

2:00 – 2:30

Q & A Discussion

2:30 – 3:00

Refreshment Break

3:00 – 4:00

The Asking Process—How to Ask for a Major Gift

- ▶ The two basic rules when asking for money
- ▶ The four steps to an ask
- ▶ The three ways to ask for a gift

4:00 – 4:30

Q & A Discussion

4:30 –

Dinner & Fellowship – On your own

