

Volunteer Victoria presents:

Fundraising in Challenging Economic Times

Thursday, March 11, 2010, 9:30am-3:30pm

University Club, University of Victoria

An effective fund development program should be a permanent part of every organization. If that doesn't describe your current situation, be part of the learning and relearning at this upcoming workshop. Due to the economic changes of the last year, some elements of fund development have changed. Donor relations are more important than ever, as is complete accountability and never under-budgeting.

In this full-day workshop you will learn to:

1. Create a fund development program that works in today's environment
2. Approach government and foundations creatively in order to succeed
3. Start or restart your individual giving program
4. Approach individual donors appropriately and build relationships with them
5. Communicate with your donors depending on their age and interests
6. Use email and your website to expand your donor base and relationships
7. Raise funds as part of your ongoing responsibility to deliver a documented community service.

Judy Lightwater has been helping charities raise funds and build capacity for professionally managed fund development for 25 years. This workshop is ideal for organizations that currently have an individual giving program or are determined to start one. Bring your appeal letters, information about your database and website, and knowledge of how many new dollars you must raise in 2010-2011.

Cost: \$115 (includes lunch)
(Early bird rate of \$90 for Volunteer Victoria members when registered before Feb 25, 2010)

To register, send an email to Volunteer Victoria at volvic@volunteervictoria.bc.ca with your name and agency contact information.
Follow up to secure your seat with cash or cheque to 306-620 View Street, Victoria BC V8W 1J6
(Note: refunds not given after Mar 5th, 2010)

Questions? Contact beth@volunteervictoria.bc.ca or call 250.386.2269
www.VolunteerVictoria.bc.ca

