

Achieving Excellence in Fundraising Practice and Leadership in Ireland



The Principles & Techniques of Fundraising

– a definitive 5-day Education Course for Fundraisers

18th – 22nd May 2009

Venue: The Irish Management Institute,
Sandyford, Dublin 16



Kindly supported by

THE IRELAND FUNDS



The Centre for Nonprofit Management, Trinity College, Dublin in partnership with the **Center on Philanthropy, Indiana University** present the definitive education Programme for Fundraisers **The Principles & Techniques of Fundraising** in Dublin on 18th – 22nd May 2009.

The Centre for Nonprofit Management, Trinity College, Dublin is the leading academic centre in Ireland providing research and education for leaders in the Irish nonprofit sector. **The Center on Philanthropy at Indiana University** helps thousands of fundraising professionals around the world achieve new levels of success every year by combining cutting-edge practice with scientific research in developing their curriculum.

About the Programme

The Principles & Techniques of Fundraising gives you the foundation and inspiration to lead your nonprofit to its financial goals. It is an intensive 5-day, A-to-Z training programme that provides you with the framework for operating a successful total fundraising programme.

Classes are structured to allow participants the opportunity to have maximum interaction with the instructors and other participants. We create a vibrant, hands-on learning atmosphere to make courses rich and enjoyable.

The core objective of the course is to assist those responsible for fundraising in Ireland achieve new levels of success and sustainability. You will learn about the context of fundraising, current issues, and the art and science of fundraising and philanthropy.

Through your engagement and participation in the course you will gain the knowledge you need to build your organisation's resources with confidence and success in an ever-changing society.

Course Outline

Participants will learn how to:

- ✓ Identify and validate prospective donors
- ✓ Manage the fundraising process
- ✓ Use research to match a donor's interests and needs with your nonprofit's mission and goals
- ✓ Build an annual fund donor base that keeps on giving
- ✓ Recognise planned giving benefits to your donors and to your nonprofit organisation
- ✓ Structure a successful solicitation
- ✓ Respond to challenges and ethical dilemmas with professional skill

Participants will receive:

- ✓ A comprehensive 700-page Study Guide including Gift club ideas and a Board Strengths Inventory
- ✓ Donor evaluation forms
- ✓ Invaluable bibliography from the Center on Philanthropy at Indiana University
- ✓ Copies of overheads for training your volunteers and staff
- ✓ Formulae for establishing best-practice benchmarks
- ✓ A chance to network and build long-lasting, cross-mentoring relationships with other professionals

The Programme is for

- ✓ Directors of Fundraising and senior fundraising professionals
- ✓ Professionals new to the sector who want to gain a solid foundation for success
- ✓ Experienced fundraising professionals seeking to improve their skills
- ✓ Nonprofit managers who must raise funds as well as oversee operations
- ✓ Board members/Trustees and volunteers responsible for fundraising.

Faculty

The module will be delivered by the following core staff:

- Tyrone M. Freeman, M.U.R.P., M.S., Associate Director, The Fund Raising School & Public Service, The Center on Philanthropy at Indiana University
- Dr. Lilya Wagner, CFRE, Director, Philanthropic Service for Institutions
- Gemma Donnelly-Cox, Centre for Nonprofit Management and School of Business, Trinity College, Dublin
- Siobhán McGee, Centre for Nonprofit Management, Trinity College, Dublin

Practitioner Input

The following invited practitioners will contribute from their knowledge and experience:

- Kingsley Aikens, President, The Ireland Funds
- Richard Dixon, Director of Fundraising, Concern
- Mary Apied, President, Trinity Foundation
- Sheila Nordon, Executive Director, Irish Charities Tax Research Ltd

Course Details

- The 5-day Programme will be delivered in the IMI Conference Centre, Sandyford, Dublin 16.
- The cost to participate is €1,500.
- To secure a place full payment must be received by 1st May 2009.
- Participants are required to make their own arrangements for travel and accommodation.
- Classes will run from 9.00 a.m. to 5.00 p.m. every day.
- Registration on Day One is from 8.30 a.m. to 9.00 a.m.
- Lunch and refreshments will be provided at the venue.
- The maximum class size is 40.

Booking/Further Information

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Testimonials, October 2008

"I found the course an excellent mixture of theory and practice. Met my expectations and more".

Eugene Bent, Director of Marketing & Fundraising, NCBI

"Being new to fundraising and using different revenue streams, I appreciate the opportunity to learn so much in a short space of time".

Edel McNamee, Community Fundraising Manager,
Irish Cancer Society

"I really enjoyed and benefited greatly from this course".

Rachel Collier, CEO, Young Social Innovators

"I am new to fundraising for the Third Sector – I'm not afraid anymore!"

Shane Downer, CEO, International Adoption Association

"I'm now in a far stronger position to bring new information and strategies to the board to aid them in their discussions regarding changes and restructuring. Overall an excellent experience and one that will add value to our work".

Karl Tooher, Manager, Tosach Support Agency