

Fueling Dynamic Fundraising



an initiative of The Patterson Foundation

REQUEST TO PARTICIPATE **Fueling Dynamic Fundraising & The Fund Raising School Courses**

Thank you for your interest in The Patterson Foundation's Fueling Dynamic Fundraising Courses in partnership with Indiana University Lilly Family School of Philanthropy's The Fund Raising School.

The Patterson Foundation (TPF) believes in the power of strengthening the efforts of people, organizations, and communities through philanthropy. With Fueling Dynamic Fundraising (FDF), TPF is creating opportunities for nonprofit organizations to improve their fundraising practices, because stronger fundraising leads to increased mission impact.

After hearing the need for professional training on fundamentals of fundraising, Fueling Dynamic Fundraising and The Patterson Foundation are excited to offer two fully funded in-person fundraising courses in partnership with Indiana University Lilly Family School of Philanthropy's The Fund Raising School (TFRS).

1) Principles & Techniques of Fundraising / In-Person / Monday, November 13th – Thursday, November 16th / Courses from 8AM – 5PM each day

Recognized internationally, the Principles & Techniques course provides you with the foundation and inspiration to achieve your organization's financial goals. This course presents the total framework for operating an accomplished fund development program. In just four days you will gain A-through-Z knowledge and skills that are essential for fundraising success.

You'll 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
- Manage the process of raising money
- Recognize planned giving benefits to your donors and to your nonprofit
- Structure a successful solicitation
- Respond to challenges and ethical dilemmas with professional skill

2) Fundraising for Small Nonprofits / In-Person / Tuesday, December 12th & Wednesday, December 13th / Courses from 8AM – 5PM each day

This course addresses the unique fundraising challenges and opportunities experienced by small nonprofits.

You'll learn how to:

- Build a convincing case for financial support
- Select the donors and markets best suited to your nonprofit
- Choose the right fundraising vehicles for your organization
- Inspire the leadership potential of volunteers
- Create a fundraising process that works, but is attainable with limited resources

IN ORDER FOR YOUR ORGANIZATION TO PARTICIPATE

- Participants must have 1 full year of employment with the organization
- Participants must complete and submit the Request To Participate form provided
- Participants must be endorsed by CEO completing the CEO google form provided
- Up to 2 people per organization will be accepted
- Have an active profile in the Giving Partner
- Have an annual revenue of
 - \$300,000 to \$3 million for the Principles & Techniques of Fundraising course
 - Up to \$300,000 for the Fundraising for Small Nonprofits course

YOUR ORGANIZATION'S INVESTMENT

Participating organizations are committing to the follow requirements:

- CEO / ED attends a virtual Webversation before the course begins
 - Principles & Techniques of Fundraising Webversation - Wednesday, October 25, 2023 / 1:30pm – 3:00pm
 - Fundraising for Small Nonprofits Webversation - Thursday, November 30, 2023 / 1:30pm – 3:00pm
- Participants must attend all course dates and complete all assignments
- Participation in a FDF Knowledge Sharing Session following the course (date TBD)
- Participants will create a plan for sharing course information for organizational strengthening. FDF functions to ensure training is not just for the participating employee or volunteer, but that information learned leads to organizational change that lasts beyond one person.

ORGANIZATIONS WILL RECEIVE

- TPF's investment to strengthen your organization
- The opportunity to learn from The Fund Raising School
- The opportunity to apply for a year of consulting with Sara Leonard
- TFRS course materials to keep and refer back to
- CFRE credits available for individual participants

REQUEST TO PARTICIPATE TIMELINES

- **Principles & Techniques of Fundraising Course**
 - Thursday, September 28, 2023: Request to Participate submission deadline
 - Wednesday, October 4, 2023: Notification by email regarding status of your request
 - Wednesday, October 25, 2023: Mandatory CEO Webversation
 - Monday, November 13th – Thursday, November 16th: Course Dates

- **Fundraising for Small Nonprofits Course**
 - Friday, October 13, 2023: Request to Participate submission deadline
 - Friday, October 27, 2023: Notification by email regarding status of your request
 - Thursday, November 30, 2023: Mandatory CEO Webversation
 - Tuesday, December 12th & Wednesday, December 13th: Course Dates

If your organization is interested in participating in one of the FDF/TFRS Courses, you can access the Request to Participate and the CEO Endorsement forms by clicking the links below.

[CLICK HERE to complete the FDF Request to Participate form](#)

[CLICK HERE to complete the CEO Endorsement Form](#)

If you have any questions about the items referenced above, please reach out to TPF Fellow, Alexa Carr, at ACarr@thepattersonfoundation.org.