



PROFESSIONAL DEVELOPMENT • MENTORSHIP • CERTIFICATION • TRAINING  
CONSULTING • NETWORKING • BOARD DEVELOPMENT

## CENTER FOR NONPROFIT EXCELLENCE & PHILANTHROPY



**June 13, 2024**

### **Course: Nonprofit Resource Development**

#### **Contributes to the Compilation of Sections 1, 5, & 6 of the Certification Portfolio**

8:00 AM - 3:00 PM	Workshop (\$50 general attendance and 1/2 price for members)
11:30 AM – Noon	Lunch Provided
Noon – 12:45 PM	Panel of Experts

#### **Course Description:**

The Nonprofit Resource Development Workshop is designed to provide nonprofit professionals, board members, and volunteers with essential knowledge and skills to develop effective resource development strategies. This comprehensive course explores the practical considerations behind managing various income sources, including charitable donations, government support, earned income, and investment income. Participants will gain insights into designing revenue portfolios that promote financial health and sustainability, ensuring their organizations' continued success in serving their missions.

#### **Course Outline:**

##### **8:00 AM – 3:00 PM Instruction**

- Understanding the concept of development as building relationships leading to charitable gifts.
- Differentiating between development and fundraising.
- Emphasizing the collaborative nature of development as a team sport.
- Forming a development team with active involvement from nonprofit leadership and volunteers.
- Creating development plans for:
  - annual development plan for fundraising events
  - affinity or membership group campaigns
  - capital and comprehensive campaigns
  - planned giving campaigns
  - cause marketing
  - digital fundraising
  - comprehensive development
- Emphasizing the benefits of adopting tried and true techniques for charitable gift solicitation.
- What impacts restrictions on the gifts received from development efforts.
- Documenting pledges, donor intent and fundraising campaigns
- Exploring the importance of a well-established relationship in donor cultivation, the ask and stewardship.
- Setting specific organizational goals and creating a development grid to track progress.
- Designing a development schedule that aligns with solicitation activities and submission requirements.
- Aligning traditional and modern fundraising principles with evolving technology.
- What legal obligations should be considered when fundraising.
- Remembering Obligations
  - surrounding raffles, games of chance, and donor benefits received.
  - charitable solicitation registration and communicating impact.
- Fund use restrictions based on solicitation efforts.

## Learning Outcomes:

Upon completing the Nonprofit Resource Development Workshop, participants will be equipped with the following skills and knowledge; understanding the role of development in building meaningful relationships that lead to charitable gifts, distinguishing between development and fundraising and recognizing the long-term benefits of relationship development, engaging prospects and soliciting donations systematically, forming an effective development plan and team involving nonprofit leadership as well as volunteers and other stakeholders, setting specific and measurable organizational goals to achieve financial health and sustainability, creating a development schedule aligned with solicitation activities and submission requirements.

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