

**ASSOCIATION OF FUNDRAISING PROFESSIONALS: SOUTHERN ALBERTA CHAPTER  
FUNDAMENTALS OF FUNDRAISING COURSE LOGISTICS & ITINERARY**

June 13 & 14, 2017: 8 AM – 5:30 PM

**LOCATION**

The Penny Building – Second Floor  
324 5 Street South  
Lethbridge, AB

**PARKING**

Parking downtown is limited and carpooling is encouraged if possible.

There are short-term (1-2 hours) parking meters located directly in front of the Penny Building along 5<sup>th</sup> Street between 3<sup>rd</sup> and 4<sup>th</sup> Avenue. There are some long-term (10 hours) parking meters located along 3<sup>rd</sup> Avenue between 5<sup>th</sup> and 6<sup>th</sup> Street, and 5<sup>th</sup> Street between 2<sup>nd</sup> and 3<sup>rd</sup> Avenue. Long-term parking meters have green caps. Other parking is available in the Park Place Shopping Centre lot.

**AFP Southern Alberta Chapter will not be held responsible for parking violations.**

**COURSE MATERIALS & WHAT TO BRING**

Upon arrival to the course you will receive your Participants Manual, which includes notes, exercises, and appendices for each Module.

Please be sure to bring your own notebooks, writing utensils, and personal computers/tablets if you'd like. Wi-fi internet access will be available on-site.

Be sure to bring business cards for networking opportunities and to enter for daily door prizes.

**FOOD & BEVERAGE**

Food and beverages will be supplied both days for refreshment breaks and lunch. Vegetarian options will be available.

## **ITINERARY – TUESDAY, JUNE 13**

- 7:30 – 8:00:** Check in & pick up course materials
- 8:00 – 9:30:** *Module 1: Overview of Fundraising* – Ken Kissick (CFRE), Street’s Alive Mission
- 9:30 – 10:00:** *Module 2: Developing an Integrated Fundraising Program* – Joyanne Mitchell (CFRE), Lethbridge College
- 10:00 – 10:15:** Refreshment Break
- 10:15 – 11:45:** *Module 2 Continued*
- 11:45 – 12:45:** Lunch Break
- 12:45 – 3:00:** *Module 3: Marketing for Ongoing Success* – Shonna Lamb, Chinook Regional Hospital Foundation
- 3:00 – 3:15:** Refreshment Break
- 3:15 – 5:30:** *Module 4: Building & Sustaining Relationships* – Oliver Twizell (CFRE), Lethbridge College

## **ITINERARY – WEDNESDAY, JUNE 14**

- 7:45 – 8:00** Check in
- 8:00 – 10:00:** *Module 5: Securing the Gift* – Whitney Rosborough, University of Lethbridge
- 10:00 – 10:15:** Refreshment Break
- 10:15 – 11:45:** *Module 6: Volunteers – Partners in Fundraising* – Danielle Tait, Southern Alberta Art Gallery
- 11:45 – 12:45:** Lunch Break
- 12:45 – 2:45:** *Module 7: Management & Accountability Part 1* – Jason VandenHoek, Chinook Regional Hospital Foundation
- 2:45 – 3:00:** Refreshment Break
- 3:00 – 4:45:** *Module 7: Management & Accountability Part 2* – Barry Knapp, University of Lethbridge
- 4:45 – 5:30:** Course Wrap-up and distribution of Certificates of Completion