



**Association of Fundraising Professionals (AFP)
Connecticut Chapter is proud to announce:**

2018 Principles of Fundraising Certificate Program

Now in its 10th year, the Principles of Fundraising series of workshops continues to provide high-caliber, basic-skills development in the art and science of fundraising for nonprofits. Created by the Association of Fundraising Professionals (AFP) Connecticut Chapter, the series provides five introductory-level, half-day workshops focusing on theory and practice taught by AFP members who are experts in their respective fields. Workshops are designed to help new and established nonprofit organizations raise money more effectively and efficiently.

Dates & Topics:

Tuesday, September 18, 2018

Organizing and Running a Successful Development Program

Tuesday, September 25, 2018

Building a Sustainable Annual Giving Program

Tuesday, October 2, 2018

Grants from Foundations and Corporations

Friday, October 12, 2018

Engaging Your Board & Volunteers to Raise Money

Tuesday, October 16, 2018

The Art of Soliciting Major Gifts

Location: 2018 workshops will be held from 9:00 A.M. to 12:00 P.M. at:

United Way of Greater New Haven
370 James Street, Unit 403
New Haven, CT 06513
(plenty of free parking is available)

Please register online here!
<http://www.cvent.com/d/3gqyyj/4W>

Cost

Current AFP Members: \$60 per workshop
Non-members: \$75 per workshop

Or take all FIVE workshops for only \$250
(members and nonmembers)

Please note: You must attend all five workshops to obtain a certificate

Please contact us at AFPCTChapter@gmail.com should you have any questions

This course is composed of five (5) modules that have been designed by experienced fundraising professionals to meet the needs and challenges nonprofit organizations face every day. This 15-hour extensive program will offer a complete overview of the development function, featuring the most current information and techniques.

AFP Connecticut Chapter is offering The Principles of Fundraising Certificate Program to fundraising professionals with 0 to 5 years of experience, but may also be beneficial for Executive Directors, Board Members and Volunteers who may be transiting into the nonprofit sector and those new to the Development field to learn how to organize and manage a successful fundraising program.

Tuesday, September 18, 2018 - Organizing and Running a Successful Development Program

Trainer: Gina Marcantonio, Consultant, Development Consulting for Non Profits, CT

In the first session of this series, you will learn the essentials to create an integrated fund development plan. This workshop will provide methods for implementing a fundraising strategy from identifying potential funding streams to incorporating different types of activities to raise money to support your organization's overall mission and strategic plan while meeting the needs of stakeholders. Those in attendance will learn to prioritize and establish basic policies and procedures needed to manage a solid fundraising program.

Gina is the President of the AFP Connecticut Chapter and a seasoned fund development professional with over 25 years of experience developing strategies to generate revenue and grow philanthropic programs for nonprofit organizations. In her career, she has raised millions for various causes and most recently managed \$8.0 million in endowments and other assets.

Tuesday, September 25, 2018 – Building a Sustainable Annual Giving Program

Trainer: Sharon J. Danosky, President, Danosky & Associates, Sherman, CT

A successful annual giving program provides a steady flow of unrestricted financial support year after year to fund your nonprofit organization's operations. This workshop will teach you how to build an annual giving program from generating a donor pipeline to keeping those donors coming back for a lifetime or longer. With a strong annual giving program, your organization will have the basis upon which to build all other fundraising activities.

Sharon is a strategist, thought leader, and BoardSource Certified Governance Trainer who partners with nonprofit organizations to lead them to better pastures. Having raised hundreds of millions from donors over the course of her 35-year career, she takes a hands-on approach to working with her clients by providing tools that work and instilling them with the confidence to succeed.

Tuesday, October 2, 2018 - Grants from Foundations and Corporations

Trainer: Diane Gedeon-Martin, President, The Write Source, Glastonbury, CT

Nonprofit organizations often seek grant support for their new or existing programs, capital campaigns, capacity-building efforts, equipment purchases, research, or special projects but fall short in receiving an award. Competition for grants from foundations and corporations continues to grow as government funding dwindles. Learn how to identify grant opportunities for your organization as well as prepare proposals that get the attention of grantmakers. This workshop provides not only tools and resources but also a proposal outline to prepare comprehensive, concise, and competitive grant applications.

Diane is a nationally recognized consultant and an AFP Master Trainer with over 27 years of experience in the area of grants and grant seeking for nonprofit organizations. Since launching her company in 1993, she has worked with over 260 nonprofit clients in 26 states and Washington, DC to help them achieve their goals through grants ranging from \$5,000 to \$5.0 million.

Friday, October 12, 2018 - Engaging Your Board & Volunteers to Raise Money

Trainer: John Brooks, Chief Development Officer, Columbus House, New Haven, CT

With additional government funding cuts anticipated, can your organization use help raising money from new funding sources? One of the best ways to do so is to call upon your board members, volunteers, and others to identify and introduce your organization to potential donors. Through numerous examples and a few exercises, you will learn where to look for the best volunteer fundraisers - many of whom are already in your midst – and how to work with and energize your volunteers. This workshop will also provide tools to evaluate volunteer effectiveness to increase your organization's capacity to raise more money.

John has over 22 years of experience with all levels of fund development, raising over \$1 million annually for Columbus House for the past 14 years. He has extensive experience in developing, training, and leading numerous volunteer and board committees to assist with prospect identification, solicitation, major and grassroots fundraising events, and overall fundraising activities.

Tuesday, October 16, 2018 - **The Art of Soliciting Major Gifts**

Trainer: Abbie von Schlegell, Principal, A. von Schlegell & Co., Pittsfield, MA

In this last session of the series, you will take everything you have learned thus far to engage donors at a deeper level so that their annual giving reaches maximum financial capacity. Cultivating donors to provide major gifts to support specific programs or initiatives takes time but the payoff is worth it. This workshop will provide a framework for developing a successful individual major gifts program that includes laying the foundation of necessary attitudes, skills, insight, and knowledge to create meaningful donor relationships that can potentially lead to larger support for your organization.

Abbie has been in the development field for over 40 years, as a consultant specializing in fund development and nonprofit governance for half of her career, and a senior development officer with four major institutions. She is a BoardSource Certified Governance Trainer, an expert on women's philanthropy, and author of Women as Donors, Women as Philanthropists.