

Winter 2009 New Mexico MainStreet Institute

Making Fundraising Easy and Productive for Board Members and Staff



Saturday, January 17, 2009

9:00 am to 4:00 pm

School of Architecture

& Planning, George Pearl Hall

University of New Mexico

Room XXX (lower level)

2401 Central Avenue NE

Albuquerque, NM 87131



This institute will help you make fundraising do-able and painless for volunteers involved in your organization.

You'll Learn How To

- Identify potential donors,
- Build relationships that foster repeat giving,
- Apply proven fundraising principles, and
- Develop effective approaches and strategies that board members enjoy doing

Who Should Attend

- MainStreet Organization Committee Members
- MainStreet Board Officers and Members
- MainStreet Managers and Staff
- Representatives of Local Governments and Other MainStreet Partner Organizations
- Board Members, Volunteers, and Staff from Other Non-profit Organizations



New Mexico MainStreet
Economic Development Department
Joseph Montoya Building
1100 St. Francis Drive
Santa Fe, NM 87505-4147
505-827-0363



COMMUNITY
Economic Development

NEW MEXICO ECONOMIC DEVELOPMENT DEPARTMENT



Agenda

8:45 – 9:00 am

Registration

9:00 – 9:15 am

Welcome and Introductions

9:15 – 9:30 am

Fundraising Overview – Types and Attributes – What is Do-able?

9:30 – 10:30 am

Fundraising Principles – Putting Them to Work for your Organization

10:30 – 10:45 am

Break

10:45 – 11:30 am

A Fundraising Model that Produces Results

11:30 – Noon

A Fundraising Model: Where Gifts Come From

12:00 – 1:15 pm

Lunch on your Own

1:15 – 2:15 pm

The Board's Role in Fundraising

2:15 – 2:30 pm

Break

2:30 – 3:15 pm

Deciding on a Fundraising Strategy for Your Organization

3:15 – 4:00 pm

Organizing a Painless and Productive Fundraising Campaign

Session Leader

Spanning a 30-year career, **Richard C. Marchese** has written over 600 proposals and raised over \$100 million in grants and an additional \$80 million in private fundraising. Currently, he provides consulting and training services to non-profit organizations, including New Mexico MainStreet communities, in volunteer and board development, organizational development and planning, grant writing, fundraising, and corporate communications. He has served as Vice President for a four-year college, Executive Director for a community college, and National Director of Corporate and Foundation Relations for a national cancer research institute.

Registration Info

Registration is free for members of New Mexico MainStreet Programs. There is a \$50 non-refundable registration fee for non-MainStreet communities. *Please register by January 9.* Space is limited, and registrations will be honored on a first come, first served basis. Registration does not include transportation, lodging, or food. Lunch is on your own.

Registration Form

Workshop Location _____

Workshop Topic _____

Name _____

Full Address _____

Tel _____ Email _____

Organization _____

There is a \$50 non-refundable fee for non-MainStreet communities. Checks should be made out to Friends of New Mexico MainStreet. If you have any questions, please contact Julie Blanke at Julie.Blanke@state.nm.us

c/o Julie Blanke

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