



# Fundraising “TUNE-UP”

**Friday, March 16, 2012**

**10:00 am - 4:30 pm**

**The United Way of Central New Mexico, Suite 100 Training Room  
2340 Alamo SE, Albuquerque, NM.**

**Just like our automobiles, our fund raising efforts periodically need a “tune-up” to ensure our programs can make the long journey down the road of revitalization. Bring your fundraising materials, plans and questions to receive a mini “fundraising tune-up.” You will return to your communities with more air in your tires and a fundraising plan that is operating on all four cylinders.**

## **We Will**

- Review together the finding of an on-line survey that YOU, the local nonprofits and Main Street communities, indicated was working or not working in your fundraising.
- Have fun with a “Menu of FUNraising Ideas for Board Members” to get them excited about asking for support.
- Have two professionals who will be available to review your current annual giving materials and approach and provide 30 new ideas to boost your 2012 campaign.
- Share together during a roundtable discussion secrets or tips that have actually helped raise funds in your local program.

## Agenda:

10:00 – 10:30 a.m.	Registration and Welcome	12:15 to 1:30 p.m.	Lunch on Your Own
10:30 – 11:00 a.m.	"Survey Says": Sharing the results of the Survey Monkey on-line survey of what is working or not working well in the local Main Street programs and New Mexico nonprofits' fundraising activities and efforts.	1:30 – 3:15 p.m.	30 Ways to Put New Energy and Enthusiasm into Your Annual Giving Campaign  Is it time to spiff up your annual fundraising or sponsorship appeal? This high-energy session will give you more than 30 ways to put new energy and enthusiasm into your annual campaigns to boost results. New executive directors will walk away with fresh, new ideas. Experienced directors, resource development and organization chairs will be reminded and encouraged to keep doing successful things....and maybe even get a new idea to take back to your program and implement.
11:00 – 12:15	A Menu for Board FUNdraising  If you are like most nonprofit Board members, you often resist having to make a list of 25 people you will once again have to ask for financial support this year. So why do we keep asking board members to do something they resist and resent? During this session, presenters will offer attendees a menu of fun, practical and easy ways to involve board members without having to ask them once again to make the dreaded list.	3:15 – 4:00 p.m.	Roundtable Discussion: Sharing Your Best Kept Secrets to Raising Funds
		4:00 – 4:30 p.m.	Wrap Up

## About the Presenters

**Ms. Lani Lott**, President of L.L. Consulting has more than 20 years of assisting communities with the revitalization and development of their historic downtown cores, traditional commercial districts, urban commercial corridors, and business improvement areas. Ms. Lott has worked with local governments, Main Street programs, redevelopment agencies, business associations, chambers of commerce, business improvement districts, community development corporations, downtown organizations and other nonprofits throughout the Southwest. Prior to launching her consulting practice, Ms. Lott served as Executive Director for the Grass Valley California Main Street program overseeing an annual \$300,000 fundraising strategy.

**Ms. Jean Block**, President of Jean Block Consulting, Inc. Ms. Block organized her first fundraiser when she was 13 and was immediately hooked on how volunteers can work together to invest in a brighter future. Her career in the nonprofit sector has given her first-hand experience in nonprofit management and administration, strategic planning, volunteer recruitment and retention, marketing, public relations, board management, and fundraising. Jean has served in staff and volunteer leadership roles in local, regional and national nonprofits. She has written two books about nonprofits, "The ABC's of Better Boards," and "Fast Fundraising Facts for Fame and Fortune" and is a regular presenter and trainer at national and regional nonprofit conferences.

## Registration Information

Registration is free for volunteers and staff of affiliated New Mexico MainStreet Programs and State Authorized Arts Et Cultural Districts. There is a \$50.00 non-refundable registration fee for non-MainStreet and non-ACD representatives. **Please register by March 9.** Space is limited, and registrations will be honored on a first come, first served basis. Registration does not include transportation, lodging or food.

**Registration website is: <http://nmmainstreet.org/institutes.php>**

Non-MainStreet and non-ACD representatives, your \$50.00 registration fee must be received at the address below to guarantee your space. Please make check out to Friends of New Mexico MainStreet.

Economic Development Department  
New Mexico MainStreet, Attn: Julie Blanke  
PO Box 20003  
Santa Fe, NM 87504

**Contact Julie Blanke with questions,  
505-827-0363 or [julie.blanke@state.nm.us](mailto:julie.blanke@state.nm.us)**



New Mexico MainStreet  
Economic Development Department  
Joseph Montoya Building  
1100 St. Francis Drive  
Santa Fe, NM 87505-4147  
505-827-0363  
Fax: 505-827-0263

