# MENDOZA COLLEGE OF BUSINESS

## Nonprofit Certificate Education

# Money for Your Mission

Presented by the University of Notre Dame's Mendoza College of Business

## Sept. 11, Oct. 9-10, Nov. 13-14, Dec. 11, 2019

University of Notre Dame
Mendoza College of Business

## Nonprofit Certificate Education

# Money for Your Mission

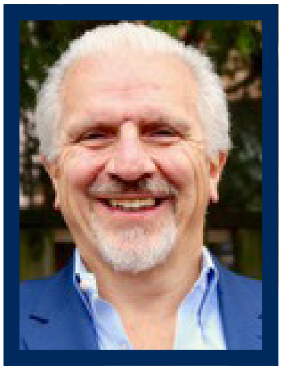
The University of Notre Dame will be hosting a 6-day certificate education program entitled, "Money for Your Mission." This program provides a comprehensive overview of fundraising for full-time professionals and/or volunteers working in the nonprofit sector. This program will be a lively, highly interactive, and practical learning experience. Together, we will explore donor acquisition, retention, upgrades, moves management, and stewardship. Participants will also get realistic and evidence-based benchmarks of success to help them evaluate and improve their agency's development plan for their agency based on the research, tools, techniques and strategies covered in this program. If you want to create a sustainable and renewable stream of philanthropic revenue for your agency, you'll want to sign-up for this program.

Some of the topics addressed in this program will cover:

1. Philanthropy in the United States
2. Role of strategic planning in building a sustainable revenue program
3. Building an agency's story and case for support
4. Annual or transactional fundraising roles in revenue plan and effective strategies
5. Major or transformational fund development, and how it changes the donor and agency's relationship
6. Importance and role of donor cultivation and stewardship
7. Equipping nonprofit board of directors in building a sustainable revenue plan

Program investment for six days is $1,195.

For more information, contact Kim Brumbaugh, Program Manager at the University of Notre Dame, at 574-631-6073 or via email at: kbrumbau@nd.edu.



**Program Instructor:** Mark Germano, Creating Solutions

**Mark Germano** is a seasoned nonprofit executive with more than 40 years of experience at the local, state and national levels. He has raised more than $650,000,000 of philanthropic revenue, through more than 25,000 individual, corporate and foundation solicitations. He has also raised venture philanthropy funds for life science start-up companies. Mark has been an instructor for the University of Notre Dame's Nonprofit Professional Development Group (both degree and non-degree programs) since 2008. In 2006, Mark founded Creating Solutions (www.creatingsolutions.info), a professional consulting firm for not-for-profit organizations.

## Wednesday, September 11, 2019

8:00 – 8:30 AM | *Continental Breakfast*

8:30 AM – 5:00 PM | *Importance Of Strategic Planning For Sustainable Donor Relationships*

Many people and organizations have either participated in, or have heard of strategic planning. Unfortunately, when asked where is your strategic plan? The answer is typically, "I don't know, we did that XX years ago, and never looked at it again." Strategic planning is not "something that the big agencies do" or "not important for our organization because we are doing God's work, and don't need a strategic plan." Nothing could be further from the truth. In this session, participants will learn how and why a strategic plan is one of the most powerful tools that any organization can have for its fundraising program. Additionally, participants will have the opportunity to use a case study approach and start the process of building a strategic plan.

## Wednesday, October 9, 2019

8:00 – 8:30 AM | *Continental Breakfast*

8:30 AM – 5:00 PM | *Money For Your Mission*

Every nonprofit dreams of landing that really big donor, the one that will cure all their fundraising worries for years. Yet, for every single nonprofit in the country, the way to find and secure that passionate, transformational donor is by planning, implementing and evaluating a robust annual giving (transactional) program.

This session will focus on key aspects of transactional fund raising including donor identification, acquisition strategies, costs return on investments, event fundraising, and annual giving programs. Participants will be led through an interactive, lively day of learning and discussion. Participants will also learn what are some of the common pitfalls or mistakes that many organizations can avoid to keep their volunteers, donors and staff actively engaged and not get burned out by the transactional fundraising process.

## Thursday, October 10, 2019

8:00 – 8:30 AM | *Continental Breakfast*

8:30 AM – 5:00 PM | *Transformational Fund Development – Creating And Sustaining Inspired Donors*

The Oxford English Dictionary defines the word "transformation" as a thorough or dramatic change in form or appearance. Every non-profit has the potential to create transformed donors that move from passive check writers to inspired donors and volunteers that are deeply engaged in the vision and mission of the organization. It takes time, and the process is very different from transactional fundraising. However, if the organization and its leadership are committed to the process then the inspired, transformed donors are no longer a vision, but are real and vital parts of the organization. Creating and sustaining a transformational fund development program in your non-profit has no shortcuts, silver bullets, or one thing that an organization needs to do to achieve transformational fund development. It requires discipline, focus, and a willingness to commit to long-term significant relationship building.

This session will focus on key aspects of transformational fund development. We will examine the organization's readiness to engage in a transformational process, the steps necessary to create the proper environment for success, and how the annual giving program(s) integrates with the transformational fund development process. Participants will be lead through an interactive, lively day of learning and discussion. Participants will also have the opportunity to learn how a transformational fund development gift opportunity differs from the transactional fundraising "ask."

## Wednesday, November 13, 2019

8:00 – 8:30 AM | *Continental Breakfast*

8:30 AM – 5:00 PM | *Putting It All Together*

Now that participants have been exposed to donor acquisition, the fundraising process, transactional and transformational fund development, this session will focus on coordinating and integrating staff and volunteers. Additionally, this session will go over performance benchmarks and best practices to ensure success.

## Thursday, November 14, 2019

8:00 – 8:30 AM | *Continental Breakfast*

8:30 AM – 5:00 PM | *One-On-One Consultations*

This day is dedicated to conducting one-on-one fund development consultations for your organization. It will be done in a confidential basis, and will only include the individuals you select from your organization. The consultations will be integrated and complimentary to the program presented by Mark Germano. These sessions are not intended for individual advice but are designed for organizations that are actively creating a fundraising plan. Our experience over the years is that these one-hour meetings are one of the most helpful information sessions in terms of moving your organization to the next level of fund development. Time slots are limited and will be assigned on a first come, first served basis through Mark Germano.

## Wednesday, December 11, 2019

8:00 – 8:30 AM | *Continental Breakfast*

8:30 AM – 5:00 PM | *Presentations*

Participants will present their fund development project based on their analysis and recommendations for their agency.