

# Fundraising Mini-Conference



## Introduction to Fundraising

**When:** Thursday, January 21st  
9 AM to 4 PM  
**Location:** Christ Presbyterian Church  
6901 Normandale Rd  
Edina, MN 55435

**Audience:** Executive Directors  
Development Staff  
Board Members

**Registration deadline is January 18th.**

### What We Will Cover:

- Overview of Fundraising Basics
- Developing Your Case for Support
- Focus on Individual Donors
- Introduction to Annual Fund
- Role of Gift Range Tables
- What to do first when you get back to work
- Accountability Partners

**Cost:** \$40.00 for the first person  
**\$10.00** per additional person per affiliate  
(*FREE* for HFH-MN VISTAs)

*(HFH-MN is providing this training at a discount. The value per person typically begins at \$500.)*

### Special Opportunity

Participants will be given the opportunity for one-on-one consulting time with the trainer!

**Additional materials will be emailed to you upon registration (e.g., maps, agenda and hotel suggestions).**

*"I've always left every IU fundraising training class with immediate, actionable ideas that enabled our affiliate to raise more money right away, and to understand fundraising in its proper perspective. Every Habitat affiliate can benefit from this training, regardless of its size or previous fundraising experience." Kevin Worden, Executive Director, Rochester Area Habitat for Humanity*

When asked what was the largest constraint to housing construction, 20 Minnesota affiliates rated local fundraising as their top choice. Due to that overwhelming feedback, HFH-MN has secured a capacity building grant through HFHI to host a three-part fundraising training series.

**Did you know that in 2008, 82% of all giving to non-profits in the U.S. came from individuals?**

**-Giving USA Foundation**

This training starts by building a solid foundation of fundraising basics and brings participants through to sophisticated fundraising techniques and strategies for individual donors.

Join us for one workshop or join us for all three! And please, bring a colleague or Board Member. The learning experience of this training is **GREATLY** enhanced when multiple people from and affiliate participate!

**The trainer is Lawrence Durance of PD Solutions, Inc. He has trained over 1,100 Habitat affiliate staff and volunteers through Indiana University's Center on Philanthropy classes.**

You will leave with this training knowing how to make a convincing case for support, how to identify and cultivate your top donors, how to develop and strengthen your annual fund, and how to use gift-range charts for development planning. All participants will receive a comprehensive study guide to share with their affiliate.

**Building an Effective Fundraising Team  
Thursday, April 22nd**

Christ Presbyterian Church, Edina  
*Learn how to engage your Board and volunteers in your fundraising efforts. Training is specifically designed for Board Members.*

**Advanced Fundraising Training  
Thursday, October 14th**

Great River Energy, Maple Grove  
*Topics to be covered include major gifts and planned giving.*

**SAVE THE DATE**

## Fundraising Mini-Conference Registration Form

The cost to participate is \$40 for the first person and \$10 for each additional person from an affiliate (VISTAs are free). Additional materials will be emailed to you upon registration (e.g., maps, agenda, etc.).

Habitat Affiliate \_\_\_\_\_

### Participant 1

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_ Phone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Special dietary or other needs? Please explain: \_\_\_\_\_

### Participant 2

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_ Phone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Special dietary or other needs? Please explain: \_\_\_\_\_

### Participant 3

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_ Phone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Special dietary or other needs? Please explain: \_\_\_\_\_

### Participant 4

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_ Phone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Special dietary or other needs? Please explain: \_\_\_\_\_

### Participant 5

First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Title \_\_\_\_\_ Phone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Special dietary or other needs? Please explain: \_\_\_\_\_

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Cost of First Person    \$40.00  
Additional Person(s) \$10.00 x \_\_\_\_\_ (# of people) = \_\_\_\_\_  
TOTAL ENCLOSED    \_\_\_\_\_

Please make checks out to  
Habitat for Humanity of Minnesota  
and mail this form with your  
registration fee to:

**Habitat for Humanity of Minnesota**  
**c/o Fundraising Mini-Conference**  
**2401 Lowry Ave NE, #210**  
**Minneapolis MN 55418**

**Questions?** If you have questions about this training, please feel free to contact Anne Walters at HFH-MN at 877-804-3466 x 6 or email Anne@hfhm.org.