

Fundraising Mini-Conference (Part 3)

Advanced Fundraising: Major Gifts and Planned Giving

Learn how to start a Major Gifts Program and Planned Giving Program at your affiliate and how to involve your Board!

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. This workshop is the final workshop of the series. Previous attendance of prior trainings is not required. **The workshop is open to any Habitat staff or volunteer!**

This training is advanced and is intended to give participants the understanding of major gifts and planned giving so you can start implementing strategies at your affiliate right away! Participants will also have the opportunity to practice making an ask!

What the training will cover:

- ▶ Overview of Planned Giving and Major Gifts
- ▶ How to market Planned Giving
- ▶ How to set up Major Gift visits
- ▶ How to involve your Board
- ▶ Planned Giving vehicle descriptions
- ▶ Asking for a Major Gift exercise
- ▶ What to do first when you get back to work

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.



When: Thursday, October 28, 2010
Time: 9 AM to 4 PM
Location: Christ Presbyterian Church
6901 Normandale Rd
Edina, MN 55435

Audience: Board Members
Executive Directors
Development Staff
**It is highly encouraged to send both Board Members and staff to maximize learning.*

**Registration deadline
is October 22nd.**

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.)

**** Lawrence will provide one-on-one consulting with affiliates immediately following the workshop.****

SAVE THE DATE!

State Development Network Coffee Gathering

Friday, November 19th
10:30 AM – 12 PM
Perkins Restaurant, Faribault
*E-mail anne@hfhmn.org to RSVP.

State Development Network Conference Calls

Tuesday, September 21st, 12 – 1 PM
Online Giving & GiveMN.org

Tuesday, October 19th, 12 – 1 PM
Direct Mail & Donor Acquisition

Tuesday, November 16th, 12 – 1 PM
Donor Cultivation

Conference Call Phone Number:

1. Dial toll-free 1-866-740-1260
2. When prompted, enter the access code: 3314439

Fundraising Mini-Conference (Part 3) 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: _____

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.