



Strengthening Organizations' Fund Development Planning –
Fund Development Institute for DYCD Contracted
Organizations **Deadline Extended – Monday, October 31,
2022**

The ever-changing funding climate and the ongoing impact of the COVID-19 pandemic, require organizations to develop a strong and diversified fundraising strategy, and to collaborate with all internal stakeholders.

This seven-session institute including individualized coaching and follow-up is designed to address the challenges inherent in creating a diversified and sustainable fundraising plan and involves senior leadership in building a culture of philanthropy and developing strategies for resource diversification. Participants learn practical, field-tested strategies and tactics that can be easily replicated and expanded to suit organizational needs and size. A culture of accountability is fostered through the creation of a peer mentor network and the assignment of practical exercises with report out requirements.

Agencies receive:

- Techniques for building a culture of philanthropy and cultivating donors
- Clear organizational messaging –in person, in print and online
- Strategies and retreat activities for engaging board members in fundraising
- Tools for creating a fundraising plan including foundation, corporate, individual support
- Stakeholder training to successfully make an ask
- One-on-one coaching during and after institute to assess the strengths and weaknesses of their development departments and provide guidance for strengthening departments
- Access to a peer network to share resources and ideas

Institute Sessions

Session 1: Cohort Introductions and Identifying Needs - Nov. 15, 2022

12:00pm-2:00pm**

Session 2: Building a Culture of Philanthropy and Donor Cultivation - Dec. 1, 2022 -

10:00am-12:30pm

Session 3: Building a Diversified Fundraising Plan - Dec. 15, 2022, 10:00am-12:30pm

Session 4: Developing Clear Messaging and a Pitch that Works - Jan. 12, 2022,

10:00am-12:30pm

Session 5: Engaging Your Board in Fundraising - Feb. 2, 2022, 10:00am-1:00pm*

Session 6: Making a Successful Ask - Feb. 16, 2022, 10:00am-1:00pm*

Cohort Follow-Up Session - April 27, 2022, 10:00am-12:00pm**

*Please note these sessions are slightly longer and include guest speakers.



**These sessions will be held in-person. All other sessions will be virtual via Zoom.

Coaching

Participating organizations are eligible to receive limited site-based technical assistance on specific fund development issues // January – April 2022

Who Should Attend

The Fund Development Institute is for organizations seeking to enhance and expand their fund development work through expanding staff capacity and reach, and strengthening board engagement in fundraising. The institute is ideal for a senior leadership team to support sustainability and ensure an organization's representation at each session.

Staff Line: Executive Directors, CEOs, Directors of Development & staff, Senior Leadership, Board Members, and/or most engaged volunteer ambassadors.

Requirements

- Completion of registration application
- Completion of institute assignments between sessions & follow-up survey
- An organization's attendance at all sessions (individuals can attend specific sessions based on staff or board role)

Space is strictly limited to 20 agencies.

To register for the Institute, please complete the [Fund Development Institute Application](#) no later than [Monday, October 31, 2022](#)

Questions: Please contact Duncan Cleary at dcleary@pasesetter.org
[Visit Webpage](#) for more information

This professional development opportunity is provided at no cost to you but has a per agency value of \$2700 for DYCD. If you register for and are subsequently unable to participate you are responsible for canceling your registration or risk being waitlisted for future events.