This course provides an overview of a mission-centered, systematic model for building long-term sustainable funding from individual donors for any nonprofit organization. Focus will be on starting or growing the organization’s unrestricted funding, then funding capital needs and endowment. Students will learn to design a fundraising plan for a real or fictitious nonprofit using the principles of this model and will learn examples of how the model can be adapted to many types of organizational structures.

Content

Day One: The course will begin with an overview of giving statistics in America, including changing demographic trends, traditional fundraising techniques, and their failure to build long-term relationships with mission-centered donors. Students will be challenged to define and quantify sustainable funding. Students will learn the sustainable funding model, including how to design and customize a one-hour Point of Entry event, how to follow up and systematically engage potential donors in the real mission of the organization, how to build a multiple-year giving society of passionate donors, and how to continually engage new donors in the next level of the organization’s work. Day One also includes a session on how to design an “essential story” for each organization.

Day Two: The second day focuses on how to compose and develop a sustainable fundraising team, how to engage board and staff in the entire fundraising team, how to engage board and staff in the entire fundraising process without requiring that they ask for money, what the science of donor cultivation is, and how to ask for money very naturally.

Objectives: Upon completion of the course, students will be able to:

- Design a compelling one-hour get-acquainted event for a nonprofit organization of their choice
- Quantify the process of growing a base of donors for unrestricted operational funding, donors who will also give for capital needs and endowment
- Define, quantify, and measure progress towards sustainable funding
- Begin to engage board members in the process of attaining sustainable funding
- Build a sustainable funding team
- Conduct an inspiring board retreat that will re-engage members in the mission of the organization and give them a step-by-step pathway for achieving sustainable funding
- Customize the process of cultivating and asking for major gifts from individual donors
Terry Axelrod, founder and CEO of Benevon

Terry has more than 30 years of experience in the nonprofit field, including founding three nonprofit organizations in healthcare and affordable housing. She realized early in her career that the only path to sustainable funding was to systematically connect donors to the mission of the organization, then involve and cultivate them until they were clearly ready to give—in short, to treat donors the way you would treat a close friend or family member, someone with whom you planned to have a lifelong relationship.

She created the Benevon Model in 1996 after serving as Development Consultant to Zion Preparatory Academy, an inner-city Christian Academy in Seattle, from 1992 to 1995. There she designed and implemented the fundraising and marketing programs, which yielded $7.2 million in 2 1/2 years, as well as national recognition of the program, including a cover story in the Chronicle of Philanthropy.

Readings

Initial registration deadline is April 17, 2008, and the fee is $200.

To download an application form or for a more comprehensive list of mini-courses go to:

www.ssw.umich.edu/programs/ce

Complete the registration form and either fax or mail it to us with full payment.

This course has been approved by the Michigan Social Work Continuing Education Collaborative for 14 CE hours.

It has been approved for general CEUs by the University of Michigan.

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☐ Fundamentals of Sustainable Funding/ May 8-9, 2008, 8 am to 4 pm/Educational Conference Center in the School of Social Work/Terry Axelrod/14 CEUs/$200.00

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