



2100 Stevens Avenue South • Minneapolis, Minnesota 55404 • 612.886.1362 • www.accessphilanthropy.com

When	Topics
9:00- 10:20 a.m. JOINT SESSION	Getting Grounded Today's Fundraising Environment (The Good, the Bad, and the Not So Bad) <ul style="list-style-type: none"> • Foundations' priorities and realities • The economy's impact on giving • Competition for funds Understanding Your Organization: Who are We and Where do We Start? <ul style="list-style-type: none"> • Constituents • Wants and needs • Goals and strategies • Skills and knowledge base • Energy and capacity
10:20-10:30 a.m.	Break
10:30-11:45 a.m. <i>TRACK ONE:</i> <i>FOR BEGINNING OR MID-LEVEL FUNDRAISERS</i>	Getting Ready <ul style="list-style-type: none"> • What do we need to know to prepare a proposal? • Researching prospective funders • Elements of a Basic Proposal <ul style="list-style-type: none"> ○ Problem statements, ○ Organizational history ○ Goals, and objectives ○ Governance and administration ○ Funding and partnerships ○ Evaluation
11:45 a.m.-12:30 p.m.	Lunch: Communications Overview
12:30 to 2:30 p.m. <i>FOR BEGINNING OR MID-LEVEL FUNDRAISERS</i>	Implementation <ul style="list-style-type: none"> • Selecting funders and making the connection • Making ourselves CUTE (compelling, urgent, truthful & exciting) • Phone calls, visits and online communications • Follow up
10:30-11:45 a.m. <i>TRACK TWO:</i> <i>FOR ADVANCED FUNDRAISERS</i>	Elements of a Development Plan: Preparing to and Talking to Funders and Donors <ol style="list-style-type: none"> 1. Identifying Your Audiences 2. Framing Your Message 3. Program Descriptions and Results 4. Communications: What, How and How Often 5.
11:45 a.m.-12:30 p.m.	Lunch: Communications Overview

12:30 to 2:30 p.m. FOR ADVANCED FUNDRAISERS	Elements of a Development Plan continued 6. Institutional Funders <ul style="list-style-type: none"> • Foundations • Corporate Partnerships/Sponsorship 7. Individual Donors/Major Gifts 8. Online Fundraising; Social Media 9. Development Infrastructure: Staff, Board and Volunteers 10. From Planning to Implementation: Creating an Integrated Timeline Assignment: Drafting a one-year development plan
2:30-2:40 p.m.	Break
2:40 to 3:30 p.m. JOINT SESSION	The Top 10+ List: State and Regional Funders for Historical Preservation and Civic Activities
3:30	Workshop Evaluation
3:30 to 4:30 p.m. (optional) JOINT SESSION	Minnesota Historical Society Grants Opportunities and Process: <ul style="list-style-type: none"> • Types of Grants • Needed Information • Readiness Indicators • Writing for MHS
4:30 p.m.	Adjourn