

September 28, 2009 - Grand Hyatt Atlanta  
 July 27, 2009 - Grand Hyatt Atlanta



A Comprehensive Review of the Essentials  
 For a Successful Development Program

# FUND RAISING 101

SINCLAIR, TOWNES & COMPANY  
 Presents Calder Sinclair's One-Day, \$225 Seminar:

## About Sinclair, Townes & Company

Sinclair, Townes & Company does much more than conduct successful seminars. We provide comprehensive fund raising counseling for non-profit clients throughout the United States. Our services include capital campaigns, feasibility and marketing studies, planned giving consulting, executive searches, trustee retreats, development audits, prospect research and general development counseling. We also offer specialized publications on year-end giving and planned giving. For more information, contact: Sinclair, Townes & Company, P.O. Box 28716, Atlanta, Georgia 30358; Telephone (770) 988-8111; Fax: (770) 988-8665; Email: info@sinclaiertownes.com; Website: www.sinclaiertownes.com

## Location and Hotel Arrangements - Atlanta

The seminar will be held at the Grand Hyatt Atlanta - in Buckhead, 3300 Peachtree Road, NE., which is within comfortable walking distance of Lenox Square, Marta, and several restaurants. While the arrangement of any desired overnight accommodations is the responsibility of each participant, hotel rooms are available with the Grand Hyatt Atlanta at the rate of \$159 for the July seminar and \$199 for the September seminar. For hotel reservations, please call (404) 237-1234 or (800) 233-1234 at least three weeks prior to the seminar and mention "Sinclair, Townes & Company" to receive the special rate. (For more information on hotels in the area, please call Sinclair, Townes & Company at (770) 988-8111.)

## Registration Information

**PROGRAM HOURS:** Fund Raising 101 will run from 9:00 a.m. to 4:30 p.m. Registration is from 8:30 a.m. to 9:00 a.m. A luncheon will be served.

**FEE AND REGISTRATION:** The registration fee for Fund Raising 101 is \$225 per person. The fee includes the comprehensive seminar manual, the luncheon, and coffee and soft drinks during registration and breaks. Your registration form and payment must be received no later than 5 days before the seminar. You can register for seminars online at [www.sinclaiertownes.com](http://www.sinclaiertownes.com).

**CANCELLATION POLICY:** Cancellations received 10 days before a seminar commences will receive a full refund, less a \$25 administrative fee. There will be no refunds for cancellations received within 10 days before the seminar or for "no shows;" however, the seminar materials will be shipped after the program.

Register by fax, mail or online at [www.sinclaiertownes.com](http://www.sinclaiertownes.com)

<b>SINCLAIR, TOWNES &amp; COMPANY</b> FUND RAISING COUNSEL	P.O. Box 28716 Atlanta, Georgia 30358	Telephone: (770) 988-8111 or FAX: (770) 988-8665	<b>Registration Form</b> 2009 FUND RAISING 101 SEMINAR
Please reserve _____ place(s) for "Fund Raising 101" on July 27, 2009 or September 28, 2009. (Please circle one)			
Name _____ Title _____			
Name _____ Title _____			
Name _____ Title _____			
Organization _____			
Address _____			
City _____ State _____ Zip _____			
Telephone (____) _____ Email _____			
Check enclosed: _____ OR Our check will follow : _____ (\$225 per participant)			
<input type="checkbox"/> Please send me additional information on other Sinclair, Townes & Company services.			<input type="checkbox"/> Bill my AMEX, VISA, Mastercard for \$ _____ Card # _____ Exp. _____



## FUND RAISING 101

July 27, 2009 – Grand Hyatt Atlanta  
September 28, 2009 – Grand Hyatt Atlanta

Seminar Fee: \$225  
(Comprehensive seminar manual included)

So much of what your institution or organization is able to accomplish depends on the success of its fund raising efforts. And in uncertain economic times, reaching fund raising goals can be particularly challenging.

**Fund Raising 101** can strengthen your development program and your abilities as a development officer. This seminar is a comprehensive one-day examination of the essentials necessary for a successful development program. In one day you will gain enough knowledge to overcome the anxieties of being new to the development field – or you will revitalize yourself and your program by brushing up on the successful formulas and new techniques in each area.

Once you have completed Fund Raising 101 you'll have:

- An orientation to every major facet of a successful development program – from annual funds through capital campaigns and planned giving
- A delineation of proven successful strategies for your development program
- Methods to make your program more goal-oriented and more productive
- Techniques which will help you deal confidently with volunteers
- An extensive seminar manual which will serve as a permanent resource for your development program

## Topics To Be Covered:

### MAJOR GIFTS & CAMPAIGNS

Successful major gift programs not only provide funds to improve facilities and enlarge endowments, they also help an organization take stock of itself and look to the future. To help maximize the effectiveness of your capital campaign, Fund Raising 101 will review the major components including:

- What to ask yourself and others in your institution when you are considering a capital campaign.
- What about Board involvement? Are they ready? Is the office staff prepared?
- How does the annual fund fit into the campaign plan?
- What is a feasibility study? Why do you need one?
- Planning and budgeting your campaign
- Campaign leadership
- Setting realistic goals

### ANNUAL GIVING

Annual giving can be the lifeblood of an organization, providing that all-important support for day-to-day operations. Fund Raising 101 will give you the methods to:

- Assess what combination of techniques will work best for your organization or institution - personal solicitation, telemarketing, direct mail and/or publications
- Train and motivate volunteers
- Develop additional ways to maximize support
- Define your case for support
- Establish a realistic budget

### PLANNED GIVING

Planned giving is an increasingly important segment of philanthropy and need not be intimidating to anyone. To help reach your immediate and long-term fund raising goals through planned giving, Fund Raising 101 will cover how to:

- Develop a new planned giving program or analyze the strengths and weaknesses of your existing program
- Deal with the technical aspects of planned giving
- Target your marketing efforts
- Provide planned giving publications for donors and estate planning professionals
- Conduct seminars for your board, staff, volunteers, prospects and estate planning professionals

### Who Should Attend?

Those who are...

- New to fund-raising and need a thorough, yet condensed, orientation
- Starting a new development office
- Searching for an infusion of new ideas
- Wishing to build confidence in managing fund raising staff and volunteers

### VOLUNTEER DEVELOPMENT

A successful development program has a strong network of volunteers who embrace your organization and its goals. Indeed, the success of your program is directly related to the strength of your volunteers. To build the best, most productive volunteer corps, we will discuss how to:

- Identify volunteers
- Cultivate volunteers
- Recruit volunteers
- Train volunteers
- Recognize volunteers
- Select trustees

### PROSPECT RESEARCH

Research should be an ongoing priority in every development office—for individuals, corporations and foundations. To help you understand the steps involved in prospect research we will discuss:

- How to identify and screen prospects
- What to look for in researching prospects
- Sources of research data
- Corporate and foundation research
- The value of accessing an electronic database

### DEVELOPMENT OFFICE MANAGEMENT

Every organization needs leadership and management. Leadership provides the vision, while management provides the necessary structure to realize the vision. Through this discussion you can learn proven methods which will enhance your development operation. These will include:

- The standard duties of a development office, including job descriptions
- Establishing realistic goals and a time management system
- Developing a record keeping system
- Communicating with donors

### Seminar Leaders

Sinclair, Townes & Company's top officers and consultants will be leading this Fund Raising 101 seminar. Benefit from their many years of successful development experience with institutions and organizations of all sizes.