

# Raise the Money You Need: Building an Individual Donor Program

In 2008, over \$307 billion was given away to nonprofit organizations by foundations, corporations, and individuals. More than 80 percent of that money came from individuals, much of it from low- and middle-income families. Grassroots organizations can raise much more money than they realize from people in their communities, if they learn a few simple principles.

## Key Features and Benefits

Learn why building a broad base of individual donors is the most effective way to raise money, and how to use mail appeals, special events, online fundraising, major gifts strategies, and more to do that. Specifically designed for small to mid-sized organizations, this workshop will give you the tools you need to get started or to expand your fundraising program. Special attention will be given to how to motivate others in your organization (including your board!) to participate in fundraising activities. Workshops include lectures, hands-on exercises, and small group discussion. You will leave with a fundraising plan and information you can put to use immediately.

## Program Format

This intensive workshop series will take place over three days, **Wednesday-Friday, May 18, 19 & 20 from 9:00 am to 5:00 pm** Participants must be able to attend all three days in their entirety. Participants are encouraged to bring one or two additional staff or board members to each session. In addition to the workshops, each participating organization will be entitled to one and a half hours of personalized consulting time with the trainers. These consultation sessions will take place via phone and email, to be scheduled following the training. Each organization will be asked to fill out a fundraising assessment form prior to the workshop.

**Trainers** for this series are **Priscilla Hung** and **Stephanie Roth** of GIFT (Grassroots Institute for Fundraising Training), publishers of the *Grassroots Fundraising Journal*, based in Oakland, California. GIFT helps social justice organizations and movements raise money in a way that strengthens the impact of all of the work they do. Programs include internships and training-for-trainer programs for people of color, as well as fundraising trainings, consulting, publications, a national conference and web-based resources that teach organizations how to build a broad base of individual donors.

**Who Should Attend:** Board members, paid staff, volunteers, and activists from community-based organizations doing social change work with budgets under \$1,000,000.

**When:** **May 18, 19, & 20 from 9:00 am to 5:00 pm each day**

**Where:** **New York Foundation  
10 East 34<sup>th</sup> Street, 10<sup>th</sup> Floor  
(Bet. 5<sup>th</sup> Avenue and Madison Avenue)**

**How to register:** Fill out the enclosed **registration form** and **assessment form** by **Tuesday, May 10<sup>th</sup> to:**  
Isabel Rivera by email: [irivera@nyf.org](mailto:irivera@nyf.org) or by fax (212) 594-5918 or by mail:  
New York Foundation, 10 East 34<sup>th</sup> Street, 10<sup>th</sup> Floor, NY, NY 10016.

**For more information:** Contact Isabel Rivera or Kevin Ryan  
New York Foundation  
(212) 594-8009