

## Fundraising and Marketing II

Academic Directors: Rich Honack and Liz Howard

Program Manager: Forooza Baradar

January 27-29, 2008

| Time      | Sunday<br>January 27   | Time        | Monday<br>January 28  | Time        | Tuesday<br>January 29   |
|-----------|--|-------------|---|-------------|---|
|           |  | 8:30-10:00  | <b>Finding YOUR Customers &amp; Donors</b><br><br><i>Rich Honack/Liz Howard</i> | 8:30-11:30  | <b>Case Discussion</b><br><br><i>Rich Honack/Liz Howard</i>                   |
|           |  | 10:00-10:15 | <b>Break</b>  | 11:30-11:45 | <b>Wrap-up</b>  |
|           |  | 10:15-11:45 | <b>Soliciting Exercise*</b><br><br><i>Rich Honack &amp; Liz Howard</i>          | 11:45       | <b>Lunch and Debriefing (optional)</b><br><i>Jane Hoffman/Forooza Baradar</i> |
|           |  | 11:45-1:00  | <b>Lunch</b>  |             |   |
| 3:00-3:30 | <b>Program Introduction</b>  | 1:00-2:30   | <i>Solicitation Exercise*</i><br><br><i>Rich Honack &amp; Liz Howard</i>        |             |   |
| 3:30-5:00 | <b>The Role of The Brand in Fundraising</b><br><br><i>Rich Honack &amp; Liz Howard</i> | 2:30-2:45   | <b>Break</b>  |             |   |
| 5:00-5:15 | <b>Break</b>   | 2:45-4:15   | <b>Building YOUR Prospect Base</b><br><br><i>Christina Pulawski</i>             |             |   |
| 5:15-6:00 | <b>Small Group Branding Exercise</b><br><br><i>Rich Honack &amp; Liz Howard</i>        | 4:15-4:30   | <b>Break</b>  |             |   |
| 6:00-8:00 | <b>Dinner and Branding Exercise</b>  | 4:30-5:30   | <b>Capital Campaign Strategies</b><br><br><i>Rich Honack &amp; Liz Howard</i>   |             |   |

\*As part of our Solicitation Exercise on Monday afternoon, we will evaluate solicitation letters. If you would like to have a solicitation letter reviewed by your peers and the faculty, please mail 10 copies of a recent annual fund, campaign letter or volunteer solicitation to Kellogg's Center for Nonprofit Management, 2001 Sheridan Rd. Evanston, IL 60201 by Monday, January 21<sup>st</sup>.