

PENCE CONSULTING

Carole J. Pence, President

determining interest in bringing this course to Michigan

INDIANA UNIVERSITY, THE FUND RAISING SCHOOL'S COURSE

Principles and Techniques of Fundraising Course



PENCE CONSULTING



CAROLE J. PENCE
President

A Comprehensive Fundraising Firm

mail correspondence to:
1263 Lake Shore Park Place
Marquette, Michigan 49855

Phone: 906-228-2972
E-mail: cpence@aol.com
www.penceconsulting.com

PRINCIPLES AND TECHNIQUES OF FUNDRAISING

(Required Course for Certificate in Fundraising Management)

The course date is:
October 24-28th, 2011

Course runs 8:30 am-5:00 pm

Location: **Kellogg Hotel and Conference Center
MSU Campus, E. Lansing, MI**

Tuition: **\$1,400**

The Definitive Training Program for Fundraisers

Recognized internationally, Principles & Techniques gives you the foundation and inspiration to lead your nonprofit to its financial goals. It provides you with the framework for operating a successful total development program. It is an intensive five-day, A-through-Z training program that is the basis for the rest of the School's courses.

You will learn how to:

- Identify and validate prospective donors
- Manage the fundraising process
- Use research to match a donor's interests and needs with your nonprofit's mission and goals
- Build an annual fund donor base that keeps on giving
- Manage the process of raising money
- Recognize planned giving benefits to your donors and to your nonprofit
- Structure a successful solicitation
- Respond to challenges and ethical dilemmas with professional skill.

What you will receive:

- On flash drive, a comprehensive 700-page Study Guide plus an accompanying workbook
- Gift club ideas
- Board Strengths Inventory
- Donor evaluation forms
- Invaluable bibliography from the Center on Philanthropy at Indiana University
- Formulas for establishing best-practice benchmarks
- A chance to network and build long-lasting, cross-mentoring relationships with other professionals.

**To express interest contact Carole Pence
at 906.228.2972 or
email: cpence@aol.com
www.penceconsulting.com**