

Fundraising and Earned Income



**Presented by Sam Macklem
President of the Macklem Group and
Certified Fundraising Executive (CFRE)**

Date:

Monday, March 8, 2010

Time:

3:30 pm to 6:00 pm

Place:

University of Wisconsin – Parkside
Tallent Hall / Room 201
900 Wood Road
Kenosha, WI 53144

Fee:

\$40
(includes light snack)

Scholarships available for CAN participants

Fundraising and Earned Income Workshop Overview

The workshop for executive directors, staff and board members will explore the different ways of providing funds or funding for your non-profit organization that fall under two categories: fundraising or contributed income and earned income. The workshop will include the concepts of resource development, the pros and cons of the different fundraising and earned income sources, and the blocks/barriers to providing funding.

This workshop will enable you to determine the funding directions you want your non-profit to pursue. You will establish the fundraising and earned income sources it will utilize, and the percentage of their contribution to your organization's funding goals. The next step is a fund development plan that is created in the **3/11 Advanced Fund Development Planning & Strategies workshop** and **3/18 follow-up working session**.

RSVP: by Wednesday, March 3, 2010 by contacting Felicia Stallworth at 262-595-2312 or ccpinfo@uwp.edu.