



For immediate release:
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Workshop to Help Organizations Develop Annual Fundraising Strategies

The Charlevoix County Community Foundation and the Petoskey-Harbor Springs Area Community Foundation are partnering to present a workshop, “Developing Annual Fundraising Strategies,” to assist area nonprofit organizations in developing annual fundraising strategies. Organizations serving Charlevoix and Emmet Counties are invited to attend the workshop on Thursday, May 11 from 10:30 a.m. to 4:30 p.m. at the Charlevoix Public Library.

The Annual Campaign is the building block for all current and future fundraising to sustain your organization’s mission. Designed for board members, staff and volunteers involved in fundraising, this session will help you develop an annual fundraising strategy. Participants will learn key fundraising principles, what you need to know about your donors, how to develop an annual campaign, and techniques for soliciting donations. Participants will also have time to network with other attendees and share ideas and strategies for success. You will leave this workshop prepared to take your annual campaign to the next level – whether you’re just getting started or have been executing an annual campaign and want to improve results.

Following feedback from attendees of a 2016 fundraising workshop, fundraising Consultant Carole Pence, president of Pence Consulting, was invited back as the presenter. Carole is recognized as a philanthropic specialist, and is considered a national expert in the field of fundraising. She has worked with countless organizations throughout the United States including the Thurgood Marshall College Fund, San Diego Foundation, and the W.K. Kellogg Foundation. Pence is also an instructor at the Lilly School of Philanthropy at Indiana University.



The cost is \$25 per person, lunch, snacks and beverages are included and pre-registration is required. The deadline to register is Friday, May 5, 2017. To register and pay online, visit www.c3f.org and select Make a Gift>Online Donation Form>Drop down and select>Workshop Registration>Other Amount>\$25. Complete all donor and payment information. For questions, please contact Maureen Radke, maureen@c3f.org or Laura Hansen, laura@c3f.org or call the Charlevoix County Community Foundation, 231.536.2440.

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