

Fundamentals of Fundraising Course
Thursday & Friday – October 5 & 6, 2017
Arlington ISD Mac Bernd Professional Development Center
1111 W Arbrook Blvd, Arlington, TX 76015



The AFP Fundamentals of Fundraising course was developed with a foundation from the Essentials of Fundraising Program and the First Course in Fundraising. It was designed by experienced fundraising professionals to meet the real-world needs and challenges nonprofit organizations face every day. This two-day program includes case studies and projects for groups and individuals, making the learning experience both substantial and enjoyable. The AFP Fundamentals of Fundraising course offers a complete overview of the development function, featuring the most current information and techniques.

This program is designed for persons with zero-to-four years of fundraising experience.

SCHEDULE

Registration begins at 7:45 a.m. Thursday, October 5, 2017. The sessions will begin at 8 a.m. and will conclude by 5:30 p.m. each day. Morning and afternoon breaks and lunch are included both days as part of the registration fee.

LOCATION

All sessions will be held at Arlington ISD's Mac Bernd Professional Development Center in Arlington, TX. The building is located behind the Parks Mall.

PROGRAM INFORMATION & AFP MEMBERSHIP

Program inquiries should be directed to Matt Varnell at (817) 565 - 9209 or Natalie Houghton at (682) 885 - 2593.

AFP membership applications can be downloaded at the AFP International website, afpnet.org or contact the AFP International Headquarters at (800) 666-3863.

REGISTRATION FEES

AFP Members - \$350.00 (after 9/9 = \$390)

Non-Members - \$450.00 (after 9/9 = \$490)

- 10% discount for four or more attending from the same organization when registered by 9/1/17.

CONTINUING EDUCATION CREDIT



The Fundamentals of Fundraising course is approved for continuing education credit by CFRE International. Participants will receive a thorough reference manual of course materials. 16 CFRE credit hours are awarded to participants who complete the entire two-day course.

REFUND/CANCELLATION POLICY

If you cancel your registration, you will receive a refund, less a \$25 processing fee, by submitting written notification at least seven days prior to the course. Participant substitution may be made up to two days prior to the course. In the event of program cancellation, liability of the AFP Chapters and AFP International is limited to the registration fee.

SCHOLARSHIPS

A limited number of scholarships may be awarded on the basis of need to assist with the costs of the course registration. Applications must be received by September 9, 2017 to be considered. Applications may be obtained at afpfortworth.com or afpdallas.org. Awardees will be notified by September 15, 2017.

FUNDAMENTALS OF FUNDRAISING AGENDA/TOPICS

Thursday, October 5, 2017

8:00 a.m. Welcome & Introductions
8:10 a.m. Overview of Fundraising
9:45 a.m. Developing an Integrated Program
10:15 a.m. *Break*
10:30 a.m. An Integrated Program - *continued*
11:45 a.m. *Lunch*
12:30 p.m. Management & Accountability
2:30 p.m. *Break*
2:45 p.m. Management & Accountability - *continued*
4:30 p.m. Adjourn for the day
5:00 p.m. Optional happy hour with class

Friday, October 6, 2017

8:00 a.m. Securing the Gift
10:00 a.m. *Break*
10:15 a.m. Building & Sustaining Relationships
11:45 a.m. *Lunch and guest panel*
12:30 p.m. Marketing for Ongoing Success
2:30 p.m. *Break*
2:45 p.m. Volunteers – Partners in Fundraising
5:00 p.m. Presentation of Certificates
5:15 p.m. Adjourn

**FUNDAMENTALS OF FUNDRAISING
OCTOBER 5 & 6, 2017
REGISTRATION FORM & SCHOLARSHIP APPLICATION**

Personal Data

Name _____

Job Title _____

Organization/Agency _____

Business Address _____

City, State, Zip _____

Phone Number _____ FAX _____

Email Address _____

Registration Fee: _____ After 9/9

☐ AFP Member \$350.00 ☐ \$390

☐ Non Member \$450.00 ☐ \$490

AFP Chapter _____

☐ I am physically challenged and request assistance

☐ I have special dietary restrictions:

Return the completed registration form and fee to:

AFP Dallas Chapter ■ Fundamentals of Fundraising
14070 Proton Rd, Suite 100, LB 9 ■ Dallas, TX 75244

Or, **REGISTER ONLINE AT:** <https://www.afpdallas.org/fundamentals-fundraising.asp>

Check enclosed payable to AFP Dallas Chapter. Check # _____ Check Amount _____

Charge to: ☐ MasterCard ☐ VISA ☐ American Express

Card Number: _____ Amount: _____ Exp. Date: _____ Security Code: _____

Signature: _____

SCHOLARSHIP APPLICATION

DEADLINE FOR SCHOLARSHIP APPLICATIONS: September 9, 2017

Background Information

Years in the Profession _____ Previous Training in Fundraising (*Please specify courses, seminars, conferences attended*):

I expect to gain the following from the Fundamentals of Fundraising Course that will benefit me and my organization:

(Optional) Please indicate Y/N if you are from a diverse population to be considered for a minority scholarship: _____

Training Budget

2016 Fundamentals of Fundraising Registration \$ _____

\$350 (for AFP Members) \$450 (for Non Members)

Minus Contribution by Employer and/or Applicant - \$ _____

Amount of Scholarship Request \$ _____

I affirm that I am employed as a full-time fundraising professional or spend at least fifty percent of my time fundraising for my employer.

(Applicant's Signature)

(Date)

(Supervisor's Signature)

(Date)