

Fundamentals of Fundraising Schedule

March 30 | 8:30am – 5:30pm & March 31 | 8:30am – 4pm

1: Overview of Fundraising

Kristine Allard, Vice President of Development & Communications, Square One

March 30, 8:30-10:45am

2: Developing an Integrated Fundraising Program

Ipsita Ganguli, Director of Foundations and Special Projects, CT Public media

March 30, 11am-1pm

3: Marketing for Ongoing Success

David Casey, Assistant VP of Advancement, Norwich University

March 30 1:15-3:15

4: Building and Sustaining Relationships

Diane Dukette, Chief Development Officer, Cooley Dickinson Healthcare

March 30, 3:30-5:30pm

5: Securing the Gift

Tom Navin, Director of Development, Community Legal Aid

March 31 8:30-10:30pm

6: Volunteers--Partners in Fundraising

Nicole Young-Martin

March 31 10:45-12:45

7: Management & Accountability

Adria Giordano, Exec. Dir. American Heart Assoc. Connecticut

March 31 1:00-3pm

Reflection/Closing

Lisa Middents, President, AFP of Western Mass., Assistant Dir. Of Annual Giving, GCC

March 31 3-4pm