

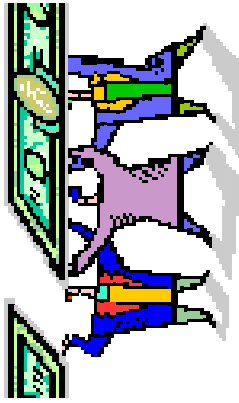
WHY FOCUS ON THE ANNUAL FUND?

An annual fund campaign allows you to raise the unrestricted funds that your organization needs each year to operate.

Unrestricted funds are essential to provide consistent funding for staff positions, and other operational needs such as office space, equipment, and any other unfunded program expenses.

Some organizations rely on annual fund proceeds for the bulk of their revenue. Others use unrestricted funds to smooth out their cash flow between grants.

Knowing how to organize your board, staff, and volunteers to help with an annual fund campaign is an extremely valuable tool for any non-profit.



Effective Fund Raising: Board, Staff, and Volunteers working together.

DIRECTIONS & CONTACT INFO

Urban Options is at 405 Grove Street in East Lansing, Michigan.

By bike: Visit www.midmeac.org/bikeroutes for routes.

By bus: Visit www.cata.org for bus routes and schedules.

On foot: Walk to 405 Grove— between Linden and Albert.

By car: For detailed directions from your location, go to www.mapquest.com, and enter "corner of Grove St. and Albert Ave. as your destination.

You can also call Urban Options at 517-337-0422 for directions.

Parking is available in the municipal ramp just north of the corner of Grove and Albert. From the ramp, walk across Grove to Urban Options.



Questions? Contact Jessica Yorko at 517-214-5684 or yorko446@cs.com.

**SATURDAY, OCTOBER 28, 2006
8:30 AM—3:30 PM**

ANNUAL FUND WORKSHOP

HELPING BOARDS, STAFF, AND VOLUNTEERS WORK TOGETHER TO RAISE UNRESTRICTED FUNDS.

Presented by:



&

THE FUND RAISING SCHOOL

A Program of



Organized by:



Sponsored by:



Hosted by:



ABOUT THE CLASS

WHO'S IT FOR?

This class is for anyone looking to start or re-energize an annual giving program. Great for Executive Directors, Development Directors & Staff, Board Members, Fund Raising Professionals, Volunteers, and Staff.

THE INSTRUCTOR

Carole J. Pence of Pence Consulting supports, trains, and consults to non-profit organizations in all areas of fund raising. Her specialties include Annual, Endowment, and Capital Campaigns; and developing fund raising plans with board and staff involvement. Pence consulting was formed in 1992, and has worked with more than 100 non-profit organizations.



Since Pence Consulting began contracting with **Indiana University Center on Philanthropy, The Fund Raising School** in 1993, the firm has offered more than 80 courses in Michigan. In 2000, Carole joined The Fund Raising School faculty and now teaches nationally. Carole is also an adjunct faculty member at Lawrence Technology University in Southfield, Michigan, and a Certified DISC trainer.

AGENDA

Agenda topics include:

- Overview of Non-Profit Funding
 - The Annual Fund
 - Fund Raising Roles: Volunteers, Board, Staff, Teams
 - Constituencies & Environments: Understanding the Marketplace
 - Making Your Case: Case Statement and Case Expressions
 - Components of Fund Raising Planning and How to Start Your Annual Fund Campaign
- For a detailed agenda, contact Jessica at yorko446@cs.com, 517-214-5684.

\$120 registration fee includes course workbook (presentation materials + additional handouts and exercises), continental breakfast, and lunch.

THE FUND RAISING SCHOOL

All course materials are from the **Indiana University Center on Philanthropy, The Fund Raising School**. The Center on Philanthropy was formed in 1987 and has quickly become a nationally recognized for its excellent fundraising research and education programs. Each year, The Fund Raising School trains thousands of people nationwide. TFRS also produces research and publications such as Giving USA, Center on Philanthropy Panel Study, Philanthropic Giving Index, and Million Dollar List. Collectively, TFRS faculty of 48 has over 500 years of fundraising experience.

October 28, 2006
ANNUAL FUND WORKSHOP
Registration Fee = \$120

Name:
Org:
Address:
City, ST, Zip:
Phone:
Email:
Dietary/ special needs:

****Space is limited to 25 participants. **
To reserve your seat, mail this form
and registration fee to:**

Mid-Michigan Environmental
Action Council

P.O. Box 17164
Lansing, MI 48901

Contact: Jessica Yorko
Phone: 517-214-5684
Email: yorko446@cs.com