



DREAM

**Fundraising
Workshops**

**Église St-Eugène
Morin Heights**

June 2, 2017

QUÉBEC ANGLOPHONE
HÉRITAGE NEWFUND
QAHN



REGAL DE PATRIMOINE
ANGLOPHONE DU QUÉBEC
RPAQ

Agenda

MORNING

Organizational Resilience

8:45—8:55 a.m.

Welcoming Words

With **Dwane Wilkin**, projects director, the Quebec Anglophone Heritage Network.

9:00—11:55 a.m

Keys to donor stewardship

Drawing strength from community

Presented by:

Juniper Belshaw, training facilitator
Centre for Community Organizations (COCO)



As the old saying goes, it's cheaper to keep a donor than get a new one. Many community organizations struggle to figure out how to crack the nut that is "donor stewardship." In this practical workshop, we will go over the key aspects of building the strong, meaningful relationships that will turn one-time givers into lifetime supporters of your cause.

Some topics we will cover

- The donor-stewardship 'ladder': acquisition, retention, and upgrading
- Techniques your group can use to help improve donor retention
- Easy ways to put gratitude at the centre of your fundraising program
- Tips for involving board members in your donor strategy

Health break

10:15 — 10:25 a.m.

Join us and discover ways that our community groups can pursue greater financial security in the coming years.

12:00 — 1:00 p.m.

Luncheon

Agenda

AFTERNOON

Resource Diversification

1:p.m. —3:30 p.m.



Securing major gifts from wealthy people

What to know before you knock

Presented by

Camilla Leigh, founding partner
Philanthropica Consulting

Many people working for community organizations find the task of asking for a large sum of money from a wealthy person quite daunting. The result? The quest for large donations is set aside for another day. The problem is, that day never comes until organizations become familiar with the principles and techniques for securing major gifts. In this session, we'll learn how to build major gift fundraising activities and about the art and science of asking for large donations, through both theory and demonstration.

Some topics we will cover

- How major gift fundraising works
- Identifying and getting to know the wealthy potential major donors in your network
- When and how to approach and connect with major donors
- How to successfully ask for large sums of money: a practical guide

3:30 p.m.

Closing Remarks



Subscribe Now

There is no other publication like
Quebec Heritage News

Popular history – Profiles of remarkable people and events –
Contemporary issues in heritage conservation – Book reviews –
Insightful commentary – and much more.

Four issues per year for only \$30

To start your subscription today, call (819) 564-9595 / Toll free: 1-877-964-0409.

Or send your cheque payable to :
Quebec Anglophone Heritage Network
400-257 rue Queen, Sherbrooke QC J1M 1K7.

Or visit our website to use Paypal:

www.qahn.org.