



DREAM

**Fundraising
Workshops**

Wakefield-La Peche Community Centre

Wakefield

May 12, 2017

QUÉBEC ANGLOPHONE
HERITAGE NETWORK
QAHN



RÉSEAU DU 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.

Fostering a culture of philanthropy *Strategies for empowering non-profits*

Presented by:

Alex Megelas, training facilitator
Centre for Community Organizations (COCO)

Many of us view fundraising as a necessary evil, something to be endured rather than celebrated. But what if staff, board members and community volunteers actually liked the challenge and camaraderie of helping your organization attain strong financial health? In this workshop, we will explore key elements of building a culture of philanthropy in your community.

Some topics we will cover

- Overcoming our aversion to asking for money
- Ideas for creating a compelling appeal for community action
- Sharing group responsibility for funding your mission
- Strengthening donor relationships

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



Health break

10:15 — 10:25 a.m.

Agenda

AFTERNOON

Resource Diversification

1:p.m. —3:30 p.m.



Planning your capital campaign:

A step by step approach

Presented by

Camilla Leigh, founding partner
Philanthropica Consulting

Capital campaigns are unfamiliar territory for many small- and medium-sized non-profits, yet they have the potential to transform your organization. Join us for this comprehensive introduction to the world of campaign fundraising. In this workshop find out how to determine whether your organization is truly ready for the challenge. Discover the essential building blocks of campaign strategy and how to plan and run a winning campaign from beginning to end.

Some topics we will cover

- Is your organization ready for a campaign?
- Determining the campaign goal, strategy and timeline
- Campaign planning from conception to close: prospects, volunteers; marketing and communications; case for support; policies & procedures; donor recognition, and more!
- Determining the campaign goal, strategy and timeline

3:30 p.m.

Closing Remarks



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