



DREAM

**Fundraising
Workshops**

Colby-Curtis Museum

Stanstead

April 28, 2017

QUEBEC ANGLOPHONE
HERITAGE NETWORK
QAHN



RÉSEAU DU PATRIMOINE
ANGLOPHONE DU QUÉBEC
RPAQ

Agenda

MORNING

Governance Volunteering

8:45—8:55 a.m.

Welcoming Words

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

9:00—11:55 a.m.

Building a diversified fundraising program *How to achieve stable non-profit financing*

Presented by:

Camilla Leigh, professional fundraiser
Philanthropica Consulting

Learn how you can help your organization to identify and begin establishing more reliable revenue streams that will help support your mission. Find out about existing fundraising ideas that could bring new opportunities for your organization. Come away with the basic skills to design and build a sustainable fundraising program that appeals to current donors and can help you attract new ones.

Some topics we will cover

- Tying your mission to a long-term fundraising strategy
- Different types of fundraising activity and how to choose them
- Targeting and attracting new donors
- How to measure success and grow

Join us and discover ways that your 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

Organizational Renewal

1:p.m. —3:30 p.m.



What's your message?

Learning the art of the ask

Presented by

Kira Page

Centre for Community Organizations (COCO)

You know your organization does great work. But are you communicating your value in a way that translates into dollars and cents for your cause? In this hands-on writing workshop, we get to work crafting unique and powerful messages sure to grab the attention of potential donors and supporters in our community. Then we'll learn how to repackage and adapt these messages for different audiences and for purposes. Sharpen your pencils and let's get creative!

In this workshop participants will learn to articulate what is unique and valuable about their group.

Some topics we will cover

- The key elements of an effective pitch
- How to tailor your message for:

Face-toface meetings

Letters to donors

Social media & traditional media

3:30 p.m.

Closing Remarks



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