

THE  
**Complete  
Fundraiser**  
PROGRAM

More than 80 organizations across the U.S. and Canada have participated in ICL's *Complete Fundraiser Program*. We hope you'll apply!

*The Complete Fundraiser has given me a lot more confidence in all aspects of fundraising including working with my board, asking for money, and really feeling good about what our organization does.*

—Nicole Faraguna, Director of Outreach and Events  
Pennsylvania Land Trust Association



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THE  
**Complete  
Fundraiser**  
PROGRAM

**A yearlong program of training and support to help you:**

Diversify your organization's income,

Increase revenue, and

Develop more systematic fundraising throughout your organization

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## PROGRAM DESCRIPTION

Through three workshops and ongoing coaching and consulting support, participants gain skills and strategies to help lead their organizations in implementing new fundraising efforts.

### **Complete Fundraiser participants will:**

- Build personal and organizational skills for effective fundraising including
  - developing relationships with donors
  - building a membership program
  - sustaining a major donor program
  - strengthening links between programmatic outcomes and funding opportunities
  - involving your whole organization in fundraising, including the board
- Identify and track key indicators of fundraising effectiveness to measure performance and set priorities
- Develop and implement a fundraising plan to diversify income and increase revenue

## WHO SHOULD ATTEND

The program is designed for fundraisers (development directors, executive directors, other fundraising staff, or board members) at environmental, environmental justice, or conservation nonprofits. Both new fundraisers seeking to build their skills and more experienced fundraisers looking to enhance or rejuvenate their work will benefit from the program.

The program takes an organizational team approach, and it is important that a board member and/or the executive director attends the first and third workshops with the primary participating fundraiser.

*This program comes just as our organization is making major changes, and it is helping us through them. The broad content and individual advice combine to provide us with just the guidance we need to achieve a sustainable organization.*

—Skip Stiles, Executive Director  
Wetlands Watch (VA)

## WHAT YOU GET

The *Complete Fundraiser* includes:

### **3 workshops (8 total days of training):**

- **Initial Four-day Workshop**  
For the primary fundraiser and a board member and/or executive director (attending the first two days)
- **Follow-up Two-day Workshop**  
For the primary fundraiser
- **Concluding Two-day Workshop**  
For the primary fundraiser and a board member and/or the executive director

### **On-going Support including:**

- 3 days of coaching or consulting time including an optional on-site visit (consultant travel costs are the participating organization's responsibility)
- Regularly scheduled conference calls
- ICL *Complete Fundraiser* group listserv

**200-page *Complete Fundraiser Companion* resource manual**

## WHEN AND WHERE

### **The 2008–2009 Complete Fundraiser in NC**

**First Workshop:** February 17–21, 2008  
Caraway Conference Center in Sophia, NC (near Greensboro)

**Second Workshop:** September 8–10, 2008

**Third Workshop:** February 19–21, 2009

Both will be held at The Summit Environmental Education Center in Browns Summit, NC (near Greensboro)

## TUITION

The tuition includes 3 workshops, materials, meals, lodging, conference calls, and consulting support as well as materials, meals, and lodging for one additional staff or board member to attend the first and third workshops.

The tuition is \$9,750 USD.

**Reduced tuition for eligible organizations:** Thanks to foundation support, reduced tuition rates are available to eligible organizations in NC, SC, GA, TN, AL, MS, LA, OH, and the Great Lakes region (U.S. and Canada).

## HOW DO I APPLY?

Applications are available at [www.icl.org](http://www.icl.org). Submit your application form and \$250 non-refundable application fee (we'll return it if you're not accepted) by December 21, 2007.

**Apply early and save \$100!** Submit your application by December 7, 2007 and your application fee will be reduced to \$150.

## FOR MORE INFORMATION

**Visit [www.icl.org](http://www.icl.org) or contact Courtney Carlson: 301-270-2904 or [courtney@icl.org](mailto:courtney@icl.org)**