



DREAM

**Fundraising
Workshops**

Huntingdon Adult Education & Community Centre

Huntingdon

June 16, 2017

QUÉBEC ANGLOPHONE
HÉRITAGE NEUVÈRE
QAHN



RÉSEAU 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.

Appealing to charitable foundations

How to take your fundraising to the next level

Presented by:

Camilla Leigh, founding partner
Philanthropica Consulting



Charitable foundations exist to give money away to worthy causes. For non-profit groups, they represent a major opportunity to secure high-level, multi-year revenue for operations and special projects. And yet, the world of foundations is often mysterious, as there is no standard way in which all foundations operate. Learn how to identify foundation donors, how to approach them using your own network, and get tips on how to write a winning funding proposal.

Some topics we will cover

- The foundation landscape in Quebec and Canada
- Research methodologies to identify foundations
- Matching your mission with foundation priorities
- Leveraging your network to get support from foundation directors

Health break

10:15 — 10:25 a.m.

12:00 — 1:00 p.m.

Luncheon

Agenda

AFTERNOON

Resource Diversification

1:p.m. —3:30 p.m.



Using internet-based tools for fundraising *Harnessing the potential of social media*

Presented by

Kira Page, facilitator and outreach coordinator,
Centre for Community Organizations (COCO)

Various online communication tools are both exciting and overwhelming. How can we make them work for our community organizations? *Facebook* is the giant of all social media and has become an integral part of contemporary outreach strategies, including fundraising. However, email marketing still promises the highest return-on-investment for fundraising campaigns. Meanwhile, crowdfunding platforms like *Indiegogo* promise easy money—but do they deliver? Learn how to use each of these tools effectively, as well as best practices for each.

Some topics we will cover

- Understanding *Facebook* and other social media as fundraising tools
- Creating great email fundraising campaigns
- Introduction to crowdfunding and how to use it effectively
- Integrating online fundraising messaging into your public communications

3:30 p.m.

Closing Remarks



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