



Money for Our Movements 2012: Sample Workshop Proposal

Welcome to GIFT (Grassroots Institute for Fundraising Training)'s Money for Our Movements: A Social Justice Fundraising Conference, and thanks for offering to be a volunteer workshop presenter or caucus/discussion facilitator.

The conference brings together hundreds of fundraisers, activists, and organizers to share our collective wisdom, skills, and talents.

We have four goals for this conference:

1. Insert a race, class, social justice, and movement-building lens into fundraising, so that values and practice around fundraising match political goals. Insert a grassroots fundraising lens into movement-building
2. Help people of color social justice activists begin and stay in fundraising
3. Share the fundraising stories, examples, and case studies of social justice grassroots groups based in communities of color and low-income communities
4. Inspire and support organizations to practice grassroots fundraising in a sustainable way that fosters an abundance mentality, strong relationships, community accountability, base-building, and honest conversations about money, race, and class

Contact Information of Lead Presenter (the lead presenter will be the point person between conference staff and all co-presenters of your session):

Name: Ryan Li Dahlstrom
Organization: Grassroots Institute for Fundraising Training
Address 1: 1904 Franklin St.
Address 2: #705
City/Town: Oakland
State/Province: CA
ZIP/Postal Code: 94612
Country: USA
Email Address: ryanli@grassrootsfundraising.org
Phone Number: 510-452-4520 x301

Contact Information of Co-Presenter:

Name: Jennifer Emiko Boyden
Organization: Grassroots Institute for Fundraising Training

Address 1: 1904 Franklin St.
Address 2: #705
City/Town: Oakland
State/Province: CA
ZIP/Postal Code: 94612
Country: USA
Email Address: jennifer@grassrootsfundraising.org
Phone Number: 510-452-4520 x302

Contact Information of Co-Presenter:

Name: n/a
Organization:
Address 1:
Address 2:
City/Town:
State/Province:
ZIP/Postal Code:
Country:
Email Address:
Phone Number:

Presenter Biographies (for publication) maximum of 50 words each:

Ryan Li Dahlstrom is the Training and Network Coordinator of GIFT. He is also on the board of CUAV (Community United Against Violence).

Jennifer Emiko Boyden is the Communications Coordinator of GIFT.

Select a skill level:

- Fundamentals (for those with 0-2 years of fundraising experience)
 Intermediate (2-4 years of experience)
 Advanced (5+ years of experience)
 All Audiences

Select your audience(s):

- Organizers/Program Staff
 Development/Fundraising Staff
 Board Members and Grassroots Leaders
 Executive Directors
 Everyone, all of the above

Language(s):

- My session will be in English only
 My session will be in English and I am open to it being simultaneously interpreted into Spanish by conference staff
 My session will be in Spanish only

Select a format. A total of 30 caucuses & facilitated discussions and 40 workshops will be selected.

- Facilitated Discussion (60 minutes)
 Caucus (60 minutes)
 Workshop (2 hours)

Workshop Track (This page only appears if your proposal is for a workshop; we don't have tracks for the facilitated discussions and caucuses.):

- Boards and Teams
- Fundraising Skills and Strategies
- Fundraising Systems
- Giving and Philanthropy
- History, Politics and New Models
- Other/Not Sure

Proposed Session Title:

Race, Funding & Fundraising

Session Abstract (not for publication) 150-200 words

The abstract is a summary of your session. We want to know why you're proposing a particular session and what you're hoping participants get out of it. So the abstract should include:

- 1) How the session relates to the needs of fundraisers for social justice and to the goals of the conference**
- 2) Learning objectives**

Because fundraising is connected to wealth, power, and class, it also has clear race implications. However, the racial dynamics and realities of fundraising are rarely discussed, and fundraising is viewed simply as a skill to learn. When people of color organizations struggle with fundraising, they are told it's because they don't know how to do it, not that racism may be a factor. This workshop will provide a unique space to look at broader statistics while also sharing our personal experiences, as well as creating strategies for how to build a fundraising program with a racial justice analysis, with the ultimate goal of building a stronger movement.

Participants will be able to share and learn about the role that race plays in fundraising. They will learn tools, resources, and activities that they can bring back to their own organizations to continue the dialogue. They will gain strategies for how to strengthen their fundraising programs and include a racial justice analysis. We also hope they will leave with a stronger commitment to doing grassroots fundraising and see fundraising as a key component to being successful in carrying out their missions.

Program Book Description (for publication) 50-75 words

This short description will be printed in the program book and should list any pre-requisites for attendees.

Join an in-depth discussion on why organizations should approach fundraising in the same way that they approach their other programs, how much funding goes to people of color-led organizations and why, racial and class dynamics around fundraising, why people of color should be in leadership roles in fundraising, and how to create fundraising programs with a racial justice analysis.

Session Outline (not for publication)

This shows how you'll use your time in the session and how you'll include audience participation and "real world" skills practice.

Topic	What you will do?	Who will do it?	How long?
1. Introduction/Welcome	Welcome & introductions	Ryan Li/Jennifer	10 min.
2. Where nonprofit funding comes from	Present statistics and get reactions	Ryan Li/Jennifer	15 min
3. Race and class dynamics in fundraising	Statistics, sharing activity, and large group discussion	Ryan Li/Jennifer	40 min
4. The power of fundraising for racial justice	Historical examples, grassroots supported vs foundation dependent	Ryan Li/Jennifer	15 min
5. Racial justice fundraising programs	Creating a program, including recruitment, training, support, and resources	Ryan Li/Jennifer	30 min
6. Closing	Additional Resources, respond to remaining questions, acknowledgements, evaluation	Ryan Li/Jennifer	10 min.

Total Time: 120 minutes

A/V equipment or other special requests:

None

Workshop proposals should be submitted online at <http://www.surveymonkey.com/s/GIFTworkshopsRFP>

For additional information, contact Ryan Li Dahlstrom at ryanli@grassrootsfundraising.org or 510.452. 4520 x301.