Grassroots Fundraising Training for Organizers & Activists
Baltimore, MD
October 22-24, 2015

Participant Agenda

October 22, 2015
9-4pm
Fundraising for Social Justice

Mapping Our Experiences with Money
Social Justice Fundraising Politics
Landscape of Philanthropy in the U.S.
Developing Your Case Statement
Creating an Organizational Fundraising Strategy
Activism and Organizing in Baltimore panel

October 23, 2015
9-4pm
Building Relationships

Building Your Donor Base
Donor Cultivation and Stewardship
Managing Donor Info
Panel on Giving Generously (topic to be finalized)
Prospecting Donors
Making the Ask

October 24, 2015
9-4pm
Building Your Team and Creating a Plan

Building a Fundraising Team
Creating a Culture of Fundraising
Creating a Fundraising and Communications Plan
One on One Consulting sessions
Creating Your Own Plan of Action