



Rochester
Area Foundation

CREATING A COMPELLING CASE FOR SUPPORT

Donors understand that our societal challenges are larger and more complex than any single organization can solve on its own. As a result, successful fundraising requires a non-profit to define its case for support in a manner that:

- Acknowledges the enormity of our social challenges
- Places its work in the context of others in the field
- Further defines its organizational niche – or the value its services add to these efforts

In this workshop participants will begin to develop a logic model – or a rationale for their organization’s programs and services. This model can then be used to create a case for support that clearly articulates why your organization’s work is important and thus why an individual, corporation, or foundation should invest in its success.

This session is appropriate for all non-profit staff involved with the cultivation and solicitation of individual, corporate, and foundation donors.

When: June 16, 2010
9:00 am—12:00 pm

Where: Doubletree Hotel
150 South Broadway
Rochester, MN 55904

Cost: \$35 per person
OR \$90 per person
for four-part series

RSVP by June 11, 2010:
rsvp@rochesterarea.org
507.282.0203

Presenter Bio: Kim Snyder, founder of the Excelsior Bay Group, has 15 years of fundraising experience within the Twin Cities and greater Minnesota philanthropic communities. Over her career, Kim has worked in development operations of all sizes and at various stages of maturity. Most recently, Kim was Vice President of Children’s Foundation, the fundraising arm of Children’s Hospitals and Clinics of Minnesota, where she served as chief fundraising strategist and operations officer, and was responsible for leading the Foundation to its most successful year of fundraising on record.