



Rochester
Area Foundation

BUILDING A MAJOR GIFTS PROGRAM THAT FITS YOUR ORGANIZATION

The vast majority of charitable contributions each year are made by individuals. Unfortunately, many organizations have not yet built individual major giving programs to capture their share of these contributions.

This two part workshop will help participants to:

- Determine what constitutes a major gift for their organization
- Identify what is necessary to know about a prospect in order to initiate contact
- Qualify prospects through personal visits
- Craft an initial cultivation / solicitation strategy for qualified prospects
- Track progress toward solicitation and ensure proper stewardship

This session is appropriate for development directors and any other non-profit staff or volunteers interested in bettering their understanding of the major gifts process.

When: June 16, 2010
1:00 pm—5:00 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.