



## 2018 VIDEO SERIES FOR FUNDRAISING FOR NON-PROFITS with

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**Principal, Growth & Co.**

[www.growthandco.ca](http://www.growthandco.ca)



FOR MEMBER GROUPS OF LIFECANADA

### REGISTRATION FORM

All sessions are required:

**SESSION 1: Fundraising Basics and the Not for Profit Sector**

- What motivates people to give, how we read sector trends, and how making your organization ready to receive support is essential to your success.

**Date: Wednesday, February 21st, 4:00 PM PST / 7:00 PM EST**

**SESSION 2: Fundraising Operations**

-This session will provide you with an overview on how to manage your fundraising, how to manage time, and how to manage resources so that you can optimize your fundraising opportunities.

**Date: Tuesday, March 6th, 2:00 PM PST / 5:00 PM EST**

**SESSION 3: Case for Support**

-In this session you will learn what a Case for Support is, what it includes, and how to write one that is compelling and effective.

**Date: Thursday, March 15th, 4:00 PM PST / 7:00 PM EST**

**SESSION 4: Fundraising Information Management**

-An overview of fundraising data, how a database can increase fundraising efficiency and effectiveness, and steps to take if you do not have a database in place.

**Date: Tuesday, April 10<sup>th</sup>, 2:00 PM PST / 5:00 PM EST**

**SESSION 5: Prospect Identification, Research, and Segmentation**

-How do you approach major donors? This is an important aspect of fundraising that is often



overlooked. This session will provide an overview of who should be asked, who should do the asking, and how much to ask for.

**Date: Thursday, April 19<sup>th</sup>, 4:00 PM PST / 7:00 PM EST**

**☐ SESSION 6: Fundraising Strategies Overview**

-An overview of different fundraising modes an organization can be in and which fundraising strategies an organization can utilize.

**Date: Tuesday, April 24<sup>th</sup>, 4:00 PM PST / 7:00 PM EST**

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**ALL SESSIONS WILL BE TAPED AND MADE AVAILABLE TO THOSE WHO ARE REGISTERED AND FULLY PAID.**

<p><b>Cost of each session is \$20.00 x 6 sessions per person.</b></p> <p><b>Number of persons attending: _____</b></p>	<p><b>Total Cost (plus GST):</b></p> <p>\$120/person</p>
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NAME: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

**PAYMENT:**

Will mail cheque to LifeCanada, PO Box 138, Carleton Place, ON K7C 3P3

Credit Card

Master Card Visa Other: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_