

# Brookwood Center for Learning

## Fundraising Essentials Course

Friday, September 20, 2024, 8:00 AM – 1:00 PM

Get in-depth and comprehensive techniques and tools for working with all aspects of fundraising. This special session was created due to the overwhelming requests to learn more about this exciting but often complex area. Fundraising is the fundamental tool of sustainability for a non-profit. With a few well-learned techniques, you will gain the edge on how to navigate more effectively through the world of non-profit fundraising in a way that is applicable to our industry and your real-world experiences.

### SCHEDULE

- 8:00 AM **Coffee and Continental Breakfast and Check-in**
- 8:30 AM **Welcome / Introductions / Opening Remarks**  
*Carol Thornburg, Chief Advancement Officer, Brookwood*
- 8:45 AM **Events Big and Small**  
Strengthening Donor Base, Engaging New Donors, Fundraising, Stewardship  
*Aimée Pickett, Event Manager, Brookwood*
- 9:30 AM **What is Peer-to-Peer Fundraising?**  
Annual / General Operating Support  
*Letty Lagos, Individual and Corporate Giving Coordinator, Brookwood*
- 10:00 AM **BREAK**
- 10:15 AM **Recruit, Retain, and Motivate Your Volunteers**  
Individual, Corporate and Group Volunteer Management  
*Tawana Goodwin, Volunteer and Community Outreach Manager, Brookwood*
- 10:45 AM **Donor Services – All the Behind-the-Scenes Important Stuff**  
Donor Database / Reports / Acknowledgements / Recognition / Stewardship  
*Angela Minotti, Donor Services Manager, Brookwood*
- 11:15 AM **R.O.C.K. Your Fundraising**  
Planning / Major Donors / Foundations / Capital Campaign  
*Carol Thornburg, Chief Advancement Officer, Brookwood*
- 12:00 PM **Box Lunch and Table Discussions**  
Have more questions? Stay and enjoy lunch while visiting with us about additional questions.  
*Fundraising Essentials Team, Brookwood*

*Any changes to the Schedule will be posted on our website and emailed to those who have registered.*