

Building People Powered Movements

A Grassroots Fundraising Fundamentals Training Institute



Northern New Mexico College

921 N. Paseo De Oñate
Española, NM 87532

Saturday, October 20, 2018

8:00 AM	Registration & Breakfast
9:00 AM	Welcome & Opening
9:30 AM	Debate
10:45 AM	Workshop Block 1*
12:30 PM	Lunch
1:30 PM	Workshop Block 2*
3:00 PM	Break
3:15 PM	Workshop Block 3*
4:40 PM	Closing
5:00 PM	Adjourn

* See other side for Workshop listing and descriptions.



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WORKSHOP BLOCK 1**10:45 AM*****The Politics of Fundraising: Unpacking Our Relationship with Money***

The individual ideas and feelings we have internalized about money and our access to it impact our approach to movement-building. In this session, we will explore personal transformation through healing our money wounds and using fundraising as a collective source of power.

Facilitators: Dagoberto Bailon & Jasmine Burnett

What Fundraising Plan!?

Is your organization raising money without a plan? Do you wish your fundraising goals, timelines, and campaigns were more realistic? Join us for this workshop where you'll learn to create an informed and manageable individual donor fundraising plan.

Facilitators: Crystal Middlestadt & Jocelyn Wong

Real Talk with Major Donors

How do you navigate power dynamics, stay grounded in grassroots fundraising values, and meet your fundraising goals while maintaining the relationships you want with your donors? This session presents a panel of major donors and progressive funders who will share about their experiences with philanthropy and giving. Attendees will have an opportunity for a candid Q&A with panelists, to explore major donor fundraising strategies shared through the panel discussion.

Facilitators: Tajj Kumarie Moteelall & Veronica Garcia

WORKSHOP BLOCK 2**1:30 PM*****Ask and You Might Receive***

This session is an introduction to fundraising from individuals with a direct, face-to-face ask for support. We will: discuss why making the ask is critical to movement-building; learn about best practices in 1-on-1 fundraising; and practice telling our stories in ways that inspire and connect us to our base.

Facilitators: Dagoberto Bailon & Tajj Kumarie Moteelall

Party On! Throwing Awesome House Party Fundraisers

House parties are a useful way to engage volunteers, build your list of supporters, and raise money fast. Learn how to be the life of the party with tested tips and tricks to boost fundraising and add donors to your organization. Funky party hat optional.

Facilitators: Crystal Middlestadt & Jocelyn Wong

Fundraising in a Mobile & Social World

Social justice fundraising is increasingly becoming a social and mobile venture. This session will explore emergent technology to support online and mobile fundraising. We'll discuss how strategies like crowdfunding and online fundraising can be used to raise cash, promote community buy-in, build awareness of your work, and grow a strong base of support.

Facilitators: Jasmine Burnett & Veronica Garcia

WORKSHOP BLOCK 3**3:15 PM*****Implicit Bias and Fundraising***

As social justice advocates, we're dedicated to overturning oppressive systems. But "implicit bias" – the dominant cultural assumptions that influence our subconscious – can roadblock the relationships we need to organize and build solidarity. What does this mean for social justice fundraising; in how donors perceive our work, and how we perceive our donors? In this session, we'll strategize around accounting for implicit bias to expand our fundraising potential.

Facilitators: Jasmine Burnett & Tajj Kumarie Moteelall

Data & Donor Management

Impactful communications, successful organizing, and fruitful fundraising are all highly dependent on our ability to manage a lot of information, consistently and effectively. This session will explore systems that nurture meaningful relationships between your supporters and your work. Participants will discuss the benefits of some systems over others and the meaningful application of data to strengthen your fundraising.

Facilitators: Jocelyn Wong & Veronica Garcia

Building an Effective Fundraising Team

This session explores strategies to bring more team members into your fundraising process, deepen your network of supporters, and strengthen staff skills and organizational capacity - without increasing the workload of staff members.

Facilitators: Dagoberto Bailon & Crystal Middlestadt