

## **2018 Fundraising Live Webinar Trainings for CAAs, Weatherization & Head Start**

South Carolina Community Action Partnership

in partnership with

[Jean Block](#), National Expert Fundraiser and Author

### [Registration](#)

Each webinar will be held from 10:00–11:30 AM eastern time

\$325.00 fee for each webinar

#### **Start the Year off Right: Getting Started on FUNdraising from A to Z**

January 9, 2018 – Elements in a diversified FUNdraising plan. What you need and how to find it. Keys to success to each plan element.

#### **Why Do People Give and Keep Giving?**

Tuesday, February 13, 2018 – Asking successfully. Thanking. Nurturing donors.

#### **Jean's Rules for FUNdraising Success**

Tuesday, March 13, 2018 – Rules 1-5

#### **Jean's Rules for FUNdraising Success**

Tuesday, April 10, 2018 – Rules 6-10

#### **Planning Special FUNdraising Events**

Part 1: Tuesday, May 22, 2018 – Basic elements and key to success. Some great FUNdraising Ideas that you can do this year!

Part 2: Tuesday, June 12, 2018 – More special event ideas

#### **Getting the Board Involved in FUNdraising**

Tuesday, July 10, 2018

#### **Show Me the Unrestricted Money!**

Part 1: Tuesday, August 14, 2018 – Introduction to Social Enterprise. The 7 steps to a business plan for earned income.

Part 2: Tuesday, September 11, 2018 – Market research basics. Business planning. Community Action examples.

#### **Setting Up the Year-End FUNdraising campaign**

Tuesday, October 9, 2018 – Writing the letter. Getting it opened. Getting Support.

#### **Open Session - You Decide The Topic!**

Tuesday, November 13, 2018 – You the decide the topic!

#### **Year-End Analytics**

Tuesday, December 11, 2018 – What worked? What can be improved? Planning for 2019.