

## PLENARY SESSIONS

Thursday morning, May 28, 2009

**“THE SPIRITUALITY OF FUND RAISING,” ANNIE ALLEN, M.DIV.**

and

**“THE ART OF FRIEND RAISING,” JOHN T. BUTLER, PH.D**

Friday afternoon, May 29, 2009

**“THE INSIDERS’ VIEW: FOUNDATION EXECUTIVES DISCUSS FUNDING FOR BLACK AND FAITH-BASED ORGANIZATIONS.” CAROLYN YOUNG and MICHAEL TWYMAN, PH.D.**

Saturday morning, May 30, 2009

**“LAST WORDS. NEXT STEPS.”**

## EUCCHARISTIC LITURGIES

**THURSDAY, MAY 28, 5 PM**

**SATURDAY, MAY 30, NOON** (This Mass concludes the Symposium.)

## CORE WORKSHOPS

*Taught by faculty from Indiana University’s renowned Center on Philanthropy, these three workshops are the foundation upon which to establish your faith-based organization’s development and fundraising work. Each is offered several times to assure that every registrant can take the entire core in an interactive classroom setting of no more than 40 persons.*

### **Altered Landscape of Religious Giving**

The landscape of religious giving has changed significantly in the last ten years and the economic climate today is changing it further. Learn the generational characteristics that affect giving. Learn how to reach donors even in difficult economic times, by looking through the eyes of the prospective donor.

### **Fundraising Planning and Management**

Learn how to plan for and manage a fundraising program. Examine the resources necessary for the successful management of the fundraising function and leave with a planning sequence model you can put to use in your ministry, school, or parish.

### **Creating Cultures of Giving**

People in ministry are often uncomfortable with money-talk and find fund-raising to be distasteful--a task to be avoided whenever possible. Participants in this seminar discover money to be a redemptive currency to be used for the glory of God and the good of humankind. Learn how to talk about money with theological integrity and come to understand fiscal and organizational transparency as pivotal to the creation of a culture of generosity.

## **ELECTIVE WORKSHOPS**

### **Finding and Approaching Funders**

Learn how to research potential funders, identify their funding priorities, match those priorities with your own organizations, and make initial contact to support proposal development.

### **Proposal Writing**

Learn the basic components of a grant proposal as well as how to evaluate a proposal before final submission.

### **Budgeting for Proposal Writing**

Learn how to structure and present budgets that support your proposals.

### **Planned Giving 101**

Introduction to the vehicles donors can use to make planned gifts, such as wills and bequests, retirement plans, trusts, and real estate.

### **Internet Strategies for Fundraising**

Introduction to using electronic forms of communications, such as websites, social networking sites, texting, and other technologies, in a comprehensive donor communications strategy.

### **Strategic Alignment: Internal Networking & Marketing your Mission within Your Diocese**

One place to start funding your ministry is right at home within the Church. Learn the art of building alliances with others within your diocese. Learn to market your mission so that your pastor, chief financial officer, bishop, and/or parishioners value your work and commit to sustaining it.

### **Creating Business Partnerships to Advance your Mission**

As president of Archbishop Carroll High School in northeast Washington, D.C., Dr. John Butler developed a business partnership model that enabled the school to raise nearly \$2 million annually—almost a seven-fold increase from previous efforts. Dr. Butler will discuss the model and explain how to employ it for funding any kind of institution or ministry.

### **Proposal Critique**

Start using your new skills immediately. Bring a draft proposal for your organization or work from samples provided by the instructor. This is a hands-on opportunity to practice editing and improving a proposal so that it persuades a donor to join your work.

### **Education Funding**

Starting from the findings of the NBCC Leadership Commission on Catholic Education in *Sustaining Catholic Education In and For the Black Community (2007)*, this gathering allows education leaders to brainstorm about how to move forward with the recommendations in that report, guided by our guest experts.

Other workshops under development, subject to enrollment demand.

## SPEAKERS



**Annie Allen**, MPA, M.Div., has had a life-long calling for social justice and especially the improvement of race relations and religious pluralism. She is currently National Site Coordinator for Communities of Shalom, an international faith based community development ministry located at Drew Theological Seminary in New Jersey. Min. Allen has raised millions of dollars for minority scholarships and social justice organizations. She has spoken at hundreds of churches and community coalitions, as well as national organizations such as the NAACP and National Urban League.

A national minister for the Communities of Shalom at Drew University Theological School, Ms. Allen has 30 years experience in higher education (including millions in grants raised), government, and community organizing, in the areas of civil rights, multicultural education, and human relations.



**John T. Butler**, Ph.D., Vice President for University Advancement at Mount St. Mary's University and former President of Archbishop Carroll High School in Washington, D.C



**William G. Enright**, Ph.D., is Executive Director of the Lake Institute on Faith & Giving at the Center on Philanthropy at Indiana University, and former Senior Pastor of the Second Presbyterian Church in Indianapolis. He has served on the Indianapolis Mayor's Taskforce Against Racism, is a current member of the boards of the Lilly Endowment, Inc., the Foundation of the YMCA of Greater Indianapolis, and Hanover College, and is an Advisor for the National Cathedral Association in Washington, DC.

**Tyrone Freeman**, Associate Director of The Fund Raising School, Center on Philanthropy at Indiana University



**Arvetta L. Jideonwo** is an experienced grant writer and grantsmanship trainer. A member of the national board of the Grant Professional Certification Institute, she is on the Ethics Committee of the American Association of Grant Professionals and president of the Association's Central Indiana chapter.



**Richard L. Klopp, M.A.**, is Associate Director of the Lake Institute on Faith & Giving at the Center on Philanthropy at Indiana University. Mr. Klopp was formerly the Executive Director of The H2O Africa Foundation and The Biotechnology for the Sustainable Development in Africa Foundation.

**Timothy Seiler, Ph.D.**, Director of The Fund Raising School, Center on Philanthropy at Indiana University



**Michael Twyman, Ph.D.** Director of Grants Program for Indiana, Nina Mason Pulliam Charitable Trust since 1999, has had an extensive career in nonprofit management and child welfare, vice president of operations for Community Action of Greater Indianapolis and special assistant to the Mayor of Indianapolis. He is a member of the board of the Association of Black Foundation Executives (ABFE), a national organization promoting philanthropy in minority communities.

**Carolyn Young**, Executive Director, The Koch Foundation