



*On Your Mark...Get Set...*



**Fundamentals of Fundraising Course  
Thursday & Friday – September 23 – 24, 2010  
Dallas Baptist University  
3000 Mountain Creek Parkway • Dallas, Texas**

The new *AFP Fundamentals of Fundraising* course was developed with a foundation from the Essentials of Fundraising Program and the First Course in Fundraising. Designed by experienced fundraising professionals to meet the real-world needs and challenges nonprofit organizations face every day. This two-day program includes case studies and projects for groups and individuals, making the learning experience both substantial and enjoyable. The *AFP Fundamentals of Fundraising* course offers a complete over view of the development function, featuring the most current information and techniques.

This program is designed for persons with zero-to-three years of fundraising experience.

**SCHEDULE**

Registration begins at 8:00 a.m. Thursday, September 23, 2010. The sessions will begin at 8:30 a.m. and will conclude at 4:45 p.m. each day. Morning and afternoon breaks and lunch as included both days as part of the registration

**LOCATION**

All sessions will be held on the campus of Dallas Baptist University. The DBU campus is conveniently located just off I-20 approximately 15 miles from DFW Airport. Upon registration you will receive a confirmation letter including a map and directions to the site.

**PROGRAM INFORMATION & AFP MEMBERSHIP**

Program inquiries should be directed to Amy Jackson at (817) 558-2840 or via email at [amy@mowjec.org](mailto:amy@mowjec.org).

AFP membership applications can be downloaded at the AFP International website, [afpnet.org](http://afpnet.org) or contact the AFP International Headquarters at (800) 666-3863.

**REGISTRATION FEES**

AFP Members - \$350.00

Non-Members - \$400.00

10% discount for four or more attending from the same organization

## CONTINUING EDUCATION CREDIT

Approved Provider For



Continuing Education

The Fundamentals of Fundraising course is approved for continuing education credit by CFRE International. Participants will receive a thorough reference manual of course materials. 16 CRFE credit hours are awarded to participants who complete the entire two-day course.

### REFUND/CANCELLATION POLICY

If you cancel your registration, you will receive a refund, less a \$25 processing fee, by submitting written notification at least seven days prior to the course. Participant substitution may be made up to two days prior to the course. In the event of program cancellation, liability of the AFP Chapters and AFP International is limited to the registration fee.

### SCHOLARSHIPS

A limited number of scholarships may be awarded on the basis of need to assist with the costs of the course registration. Applications must be received by August 16, 2010 to be considered. Applications may be obtained at [afpfortworth.com](http://afpfortworth.com) or [afpdallas.org](http://afpdallas.org). Awardees will be notified by August 23, 2010.

## FUNDAMENTALS OF FUNDRAISING AGENDA/TOPICS

### Thursday, September 23, 2010

- 8:30 a.m. Welcome and Introductions
- 8:50 a.m. Overview of Fundraising
- 9:15 a.m. A Comprehensive Solicitation Program
- 10:15 a.m. Break
- 10:30 a.m. A Comprehensive Solicitation Program
- 11:15 a.m. Marketing for Ongoing Success
- 12:15 p.m. Lunch
- 1:15 p.m. Marketing for Ongoing Success
- 1:45 p.m. Building & Sustaining Relationships
- 3:15 p.m. Break
- 3:30 p.m. Building & Sustaining Relationships

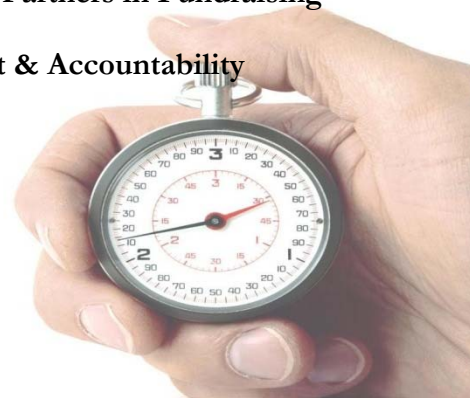
# Thank You!

To our sponsors



### Friday, September 24, 2010

- 8:15 a.m. Securing the Gift
- 10:15 a.m. Break
- 10:30 a.m. Volunteers – Partners in Fundraising
- 12:00 p.m. Lunch
- 1:00 p.m. Volunteers – Partners in Fundraising
- 2:30 p.m. Break
- 2:45 p.m. Management & Accountability
- 4:15 p.m. Wrap Up



**2010 FUNDAMENTALS OF FUNDRAISING  
REGISTRATION FORM**

**Personal Data**

Name \_\_\_\_\_  
Job Title \_\_\_\_\_  
Organization/Agency \_\_\_\_\_  
Business Address \_\_\_\_\_  
City, State, Zip \_\_\_\_\_  
Phone Number \_\_\_\_\_ FAX \_\_\_\_\_  
Email Address \_\_\_\_\_

Registration Fee:  
 AFP Member \$350.00  
 Non Member \$400.00

AFP Chapter \_\_\_\_\_

I am physically challenged and request assistance

I have special dietary restrictions:

\_\_\_\_\_  
\_\_\_\_\_

**REGISTER ONLINE AT:** <https://secure.acceptiva.com/?cst=887d83>

**Or return the completed registration form and fee to:**

AFP FORT WORTH METRO CHAPTER ■ AFP FUNDAMENTALS OF FUNDRAISING  
P.O. BOX 211 ■ FORT WORTH, TX 76101

Check enclosed payable to AFP Metro Ft. Worth Chapter Check # \_\_\_\_\_ Check Amount \_\_\_\_\_  
Charge to:  MasterCard  VISA  American Express Card Number: \_\_\_\_\_  
Exp. Date: \_\_\_\_\_ Credit Card Amount \_\_\_\_\_  
Signature as it appears on credit card: \_\_\_\_\_

**SCHOLARSHIP APPLICATION  
DEADLINE FOR SCHOLARSHIP APPLICATIONS: AUGUST 16, 2010**

**Background Information**

Years in the Profession \_\_\_\_\_ Previous Training in Fundraising *(Please specify courses, seminars, conferences attended)*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

I expect to gain the following from the Fundamentals of Fundraising Course that will benefit me and my organization:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Budget**

2010 Fundamentals of Fundraising Registration \$ \_\_\_\_\_  
\$350 (for AFP Members) \$400 (for Non Members)  
Minus Contribution by Employer and/or Applicant – \$ \_\_\_\_\_  
Amount of Scholarship Request \$ \_\_\_\_\_

*I affirm that I am employed as a full-time fundraising professional or spend at least fifty percent of my time fundraising for my employer.*

\_\_\_\_\_  
*(Applicant's Signature)*

\_\_\_\_\_  
*(Date)*

\_\_\_\_\_  
*(Supervisor's Signature)*

\_\_\_\_\_  
*(Date)*