



**50% off for  
UM Faculty  
and Staff!**

### SUMMER 2009 NON-CREDIT COURSES

#### **Fundraising Institute**

Since 1999, UM-St. Louis' Nonprofit Management and Leadership Program has helped thousands of area non-profit leaders gain and improve their fundraising skills. In 2009 we will focus on three vital topics: capital campaigns, grant proposal writing, and using technology in fundraising. Courses take place from 9 a.m. to 5 p.m. on the dates listed in the J.C. Penney Conference Center on the UM-St. Louis campus.

#### **Integrating Technology Into Your Fundraising Toolbox **NEW!** Monday, June 8      Fee: \$125**

Technology has affected every aspect of fundraising. However, successful fundraising still begins with a sound strategy. This course explores the variety of ways that nonprofits can use technology wisely to help reach fundraising goals. Topics include fundamentals like selecting donor software as well as utilizing internet-based tools like social networking, search engine marketing, and website design.

#### **Successful Grant Proposal Writing      Tuesday & Wednesday June 5-6      Fee: \$225**

This course encompasses a five-step program in grant writing: identifying the organization's needs; identifying prospective grant makers; grant writing; cultivation; and accountability, including reporting to the grant makers. The presenter will provide practical guidelines for identifying and pursuing potential grant makers, present a model for planning grant programs, and demonstrate how to develop a program budget. A budget exercise will incorporate strategies for packaging agency needs including administrative costs to grant makers. Participants will critique a grant in class.

#### **Effective Federal Grant Proposals      Thursday, June 7      Fee: \$150**

Federal government grants represent the largest single source of operational funds for social, health, and educational programs. Unfamiliarity with rules and regulations can impede an organization's pursuit of such grants. This workshop presents an inside look at bureaucratic processes by a former staff reviewer of federal grants. Highlights include practical tips for writing a federal grant and interpreting regulations.

#### **Campaign Readiness and Planning in Today's Economy      Friday, June 12      Fee: \$125**

The need for nonprofit programs and services does not go away in tough economic times. Should your organization wait to launch a major capital campaign? Can it afford to wait? This workshop addresses issues of organizational and staff readiness for a capital campaign, especially in a tight economy. You will learn how to evaluate the benefits of an outside consultant and what to expect from a "feasibility study" or campaign readiness assessment. Participants will take away a complete checklist for determining their organizations' preparedness and the steps that should be taken to improve the potential for raising the funds they need.

**To register call (314) 516-5948 or go to [www.ums1.edu/npml](http://www.ums1.edu/npml)**