



New England Network

2009-2010 FUND DEVELOPMENT SERIES

Down Economy, Up Revenues: Getting Creative to Raise Money in Hard Times

THURSDAY, JANUARY 28, 2010

10:00 AM - 11:10 NOON

The nightly news is full of stories of people losing their jobs and their homes, and many fundraisers are hesitant to ask donors for contributions in these tough times. To make matters worse, foundations everywhere are curtailing funding, and analysts suggest that donations may not rebound until 2012. So what's a nonprofit to do? This webinar will provide specific how-to's and actionable steps to help you cope and even thrive in the current economic climate. Learn how to face the present with confidence by:

- Reassessing your approach to fundraising
- Staying close to donors and foundations
- Telling a good story (strengthening your case for giving)
- Coming up with innovative takes on traditional fundraising strategies
- Tapping into collaborative fundraising, giving circles and cause related marketing

Participants will learn about and share their own experiences with recent real-world fund development approaches that have generated excitement and successfully raised money despite the difficult economic times.

This webinar is limited to a maximum of 20 participants; please register early!

See nenetwork.org for further details about this webinar

WEBINAR INFORMATION:

Please review the technical requirements and general description of the webinar process on our website, www.nenetwork.org.

FEES:

\$45 for NEN Virtual Subscribers and Partners (beyond partnership 5 covered webinars)

\$60 for non-partners

REGISTRATION INFORMATION: *(register up to two people per registration form)*

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Total Amount Enclosed: \$ _____

*Remember to provide your email address. When we receive your registration form, we will email you the webinar log-in information and any other information you will need to for the webinar.

Please fax or mail the completed form with your payment to:

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