



PENSACOLA
STATE COLLEGE

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PSC Nonprofit Center to hold resource development workshop on June 13

Pensacola State College Center for Nonprofit Excellence and Philanthropy will hold a "Nonprofit Resource Development" workshop on June 13.

Andrea Krieger, the College's Executive Director of Institutional Development, will facilitate the 8 a.m.-5 p.m. training session in the College's Pen Air Federal Credit Union Classroom.

The classroom is Room 2051, in the Chadbourne Library, Building 20, on the Pensacola campus at 1000 College Blvd.

The workshop costs \$50 for general attendance and \$25 for nonprofit center members, including breakfast and lunch. To register, go to <https://npc.pensacolastate.edu/register-here-june-2024/>.

The workshop will provide nonprofit professionals, board members and volunteers with essential knowledge and skills to develop effective resource development strategies. Attendees also will gain insights into designing revenue portfolios that promote financial health and sustainability.

The following concepts will be addressed at the workshop:

- Understanding the concept of development as building relationships leading to charitable gifts.

- Differentiating between development and fundraising.
- Emphasizing the collaborative nature of development as a team sport.
- Forming a development team with active involvement from nonprofit leadership and volunteers.
- Creating annual development plans for fundraising events, affinity or membership group campaigns, capital and comprehensive campaigns, planned giving campaigns, cause marketing, digital fundraising and comprehensive development.
- Emphasizing the benefits of adopting tried-and-true techniques for charitable gift solicitation.
- What impacts restrictions on the gifts received from development efforts?
- Documenting pledges, donor intent and fundraising campaigns
- Exploring the importance of a well-established relationship in donor cultivation, the ask and stewardship.
- Setting specific organizational goals and creating a development grid to track progress.
- Designing a development schedule that aligns with solicitation activities and submission requirements.
- Aligning traditional and modern fundraising principles with evolving technology.
- What legal obligations should be considered when fundraising?
- Remembering obligations surrounding raffles, games of chance, donor benefits received, charitable solicitation registration and communicating impact.
- Fund use restrictions based on solicitation efforts.

For more information on the workshop, contact Kylie Henderson at (850)484-1193 or khenderson@pensacolastate.edu.



Andrea Krieger