



**Ohio  
Animal Welfare  
Federation**  
Helping People Help Animals

# Successful Fundraising Strategies

***Elevate your fundraising beyond the  
bake sale!***

**JUNE 10, 2020**

**10:30 AM - 3:30 PM**

**COLUMBUS HUMANE**

**3015 SCIOTO DARBY EXECUTIVE CT, HILLIARD, OH 43026**

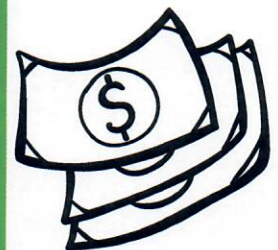
Topics to include:

- Grant Writing
- Major Gifts
- Legacy Gifts
- Capital Campaigns
- Donor Stewardship

\$20 for Ohio Fed members

\$25 for non-members

Includes lunch



For details or to register, visit:  
[www.ohioanimalwelfarefederation.org/events](http://www.ohioanimalwelfarefederation.org/events)



## **Successful Fundraising Strategies**

**June 10, 2020 at Columbus Humane**

(3015 Scioto Darby Executive Ct, Hilliard, OH 43026)

10:30–11:00 a.m.

### **Registration**

11:00 a.m.–Noon

### **Grant Seeking is Like a Pit Bull: It's Not Really Scary\***

*Speaker: Kristi Boger, Director of Grants Management for the Ohio Environmental Council*

This session will briefly touch on the entire grant life cycle and provide tips and guidance for those without a lot of time to dedicate to grants management. Topics will include:

- Finding opportunities: prospect identification, research, and relationship building
- Telling your story: compelling proposals, storytelling for grants, and technical drafting tips
- Building your grant readiness: standard grant documents, budgets, gathering and repurposing content
- Stewardship, grant reporting and tracking tools

Noon–1:15 p.m.

### **Lunch & Tour**

1:15–2:30 p.m.

### **Going Beyond the Bake Sale: Attracting & Fostering Major Donors\***

*Speakers: Mike Schmidt, Executive Vice President & Partner, Cramer & Associates, Dublin, OH, and Lori Carlson, Executive Director, Licking County Humane Society and President of the Ohio Animal Welfare Federation*

Are you ready to elevate your fundraising from transactional to transformational? Learn strategies from seasoned successful fundraisers how to identify your needs and set realistic expectations; identify potential donors, including a profile of typical animal welfare donors; identify the best course of action to meet your goals, whether it be through a capital campaign for a new facility or major improvements to your existing facility, an annual fund for ongoing income or legacy gifts for future needs; the “do’s” and “don’ts” of asking for money; and tracking donors, donations and follow up touch points. We will also discuss tips on how to use your board effectively, general relationship management and marketing.

2:30–2:45 p.m.

### **Break**

2:45–3:30 p.m.

### **Attracting & Fostering Major Donors, *continued***

*\* We have applied for advanced approval of Certified Animal Welfare Administrator continuing education credits from The Association for Animal Welfare Advancement.*