

Fundraising for School Leaders

October 15-16, 2018 // Weiboldt Hall — Northwestern's Chicago Campus

Build a Strong Giving Program

Learn how to identify and engage donors in any school environment with expert Kellogg faculty and seasoned school fundraisers who will teach you new skills for fundraising and strategies for energizing your constituents.

This program will help you create a development mindset so you can learn to think like the donor, design dynamic development plans, solicit gifts for your school, and partner with board members, friends and parents to reach your collective fundraising goals.



WHO SHOULD ATTEND

- School principals, superintendents and heads of school
- CEOs and executive directors of nonprofit educational organizations
- Development directors, marketing directors and enrollment managers

PROGRAM CONTENT

- Finding donors when your base isn't obvious
- Advancing your annual fund
- Developing dynamic development plans
- Creating compelling value propositions
- Data-driven fundraising
- Maximizing your digital presence

\$1150 includes networking breakfasts, delicious healthy lunches, and downtown Chicago parking passes.

50% scholarship for ISACS members — special price of \$575.

Certified Fund Raising Executive Credential — 14 Points in category 1.B

Visit kell.gg/kxnonprofit or call **847-491-3415** to learn more and register.

“The best professional development I have ever taken!”