



2008 National Fundraising Conference “Scaling New Heights: Justice and Resource Development”

July 31 – August 2, 2008

(Thursday noon, July 31, 2008, through
Saturday 1:00 pm, August 2, 2008)

Renaissance M Hotel
1143 New Hampshire Ave., N.W.
Washington, D.C. 20037
202-775-0800

Please register by July 7, 2008

IF YOU ARE:

- an experienced fundraiser
- a new fundraiser
- an executive director
- a board member
- an advocate
- responsible for communications in a legal aid program,

this fundraising conference is for you.

NEW!

**Workshops for the Advanced
Fundraiser!**

Communications Workshops!

**Workshops for your Board
Members!**

Networking Opportunities!

**Legal Aid and Nonprofit
Fundraising Experts!**

MIE's 2008 National Fundraising Conference — "Scaling New Heights: Justice and Resource Development" will include these and other sessions:

Opening Plenary: "Raising the Roof: Four Pillars of Effective Fundraising"

From the low-income family facing eviction as a result of the subprime-mortgage meltdown to the hard-working American whose employer has failed to follow the law, millions of Americans routinely rely on our nation's legal assistance community. Inadequate funding and an increased number of families falling into poverty have necessitated an increase in fundraising activities and challenged development professionals to secure new support for this critical work. This plenary session will examine four pillars of effective fundraising: networking, coalition building, smart spending, and perseverance.



A leading voice in public interest law for over 30 years, Nan Aron is President of Alliance for Justice, a national association of public interest and civil rights organizations dedicated to advancing the cause of justice for all Americans, strengthening the public interest community's influence on national policy and fostering the next generation of advocates.

Plenary on Public Relations: "Beyond the Comfort Zone — From Fundraisers To Imagineers"

This session will explore how to make communications strategy, planning and execution work for your development plan even as the most dreaded nightmares haunt your every waking hour. If communications is the constant companion of development, how do we forge a marriage that endures through better or worse? The session will demand that we move past the comfort zone and push into that space of imagineers who won't stop until obstacles are transformed into opportunities.



Gwen McKinney is President of McKinney & Associates Inc., the first African-American and woman-owned public relations firm in the nation's capital that expressly focuses on social marketing.

Closing Plenary: Reaching New Heights — Resource Development In Aid of Equal Justice

Resource development and mission are integrally tied. At a base level, without adequate funding a program cannot pursue its mission. However, if development, pro bono and program are made part of a unified whole, each aspect of the program supports the other. Fundraising is not just a "necessary evil" but is an advocacy tool and development is strengthened by the success of the program. This partnership can be used to develop a diverse funding base which attracts partners who support the organization financially and through volunteer resources, but also are invested in the cause.



Jonathan Smith is the Executive Director of The Legal Aid Society of the District of Columbia. As a leading advocate for ensuring that people of all means have quality access to the civil justice system, Jonathan has served on the D.C. Access to Justice Commission since its inception in 2005.

■■■ BUILDING BLOCKS

Are You Ready for Your Fundraising Campaign?

Learn about the different types of fundraising campaigns and discover whether or not your organization is prepared to meet the challenges of undertaking an annual campaign or a major gifts initiative or starting an endowment, planned giving or capital drive.

Basics of an Annual Campaign

Experienced fundraisers will answer your questions about your organization's annual campaign. Moderators will briefly outline their experiences; participants' questions will drive the subsequent discussion.

What Is So Special about Events?

When do you pull the plug and plan for a gala dinner? Are smaller cultivation events a better use of your time? Come discuss the pros and cons of events, as well as practical tips for making them a success.

Best Practices in Grants Management

While grants are an extremely valuable source of funding, the immense variety of application, reporting and other requirements can easily become overwhelming. In this session, we will explore best practices for seeking and managing grants.

What Are They Thinking? A Practical Conversation with Foundation Folks

The best way to learn what foundations are thinking about is to hear from foundation professionals. Find out how to cultivate and maintain important relationships with your foundation contacts.

Database Basics

You think you want a database? This session will explore commonly used fundraising databases and how to select the right database for you. Session elements will also include how to convince powers that be that software is needed for your program, how to develop data for the software, and how data should be segmented.

From Your Organization's Mission to Your Outlook Calendar: Strategic Planning for Resource Development

Our ability to raise money requires that our day-to-day work relate to a resource development plan that flows from the mission of our organization. We will explore getting the right people involved in planning, assessing readiness for fundraising, developing a message, setting goals, identifying funding strategies, setting a budget, assessing staffing needs, and developing a timetable.

Raising Money from People — Lawyers and Non-lawyers

Traditionally, legal aid programs have raised contributions first from the legal community. Expanding beyond lawyers has proven to be a major challenge. A few programs, located in areas with a relatively small number of attorneys, targeted a broader audience from the inception of their campaigns. Learn from their successes.

■■■ ADVANCED FUNDRAISING

Road Map to the Big Money — Planning for Advanced Fundraising

A successful major fundraising initiative requires both macro and micro planning. The presenters have recently implemented successful initiatives, including capital endowment campaigns and major donor solicitations, and will discuss: roles of staff, board, volunteers and consultants; conducting a fundraising audit to determine the feasibility of a campaign; setting realistic goals; and establishing a workable campaign timeline.

Investing in Success — Why It Takes \$ to Make \$

Executive directors, boards and development staff constantly face the tension of allocating scarce financial resources between client services and development efforts. This session will discuss why and how to build a department that is an integral part of both the senior management and the program arm of the organization and why failure to do so will impede your program from raising significantly more money for client services.

Leadership in Fundraising — Building a Board to Make It Happen

You want to get your legal services program to move to a new level of private fundraising. Where do you start? The answer...your Board! Executive directors, board members and development directors will discuss the role of the board in major fundraising efforts.

Broadening Your Horizon — Reaching Beyond the Legal Community

You have established a successful fundraising effort with law firms and individual lawyers. Learn strategies to effectively broaden your fundraising reach to secure significant gifts from the corporate community, law firm alumni, and wealthy individuals.

Raising the Bar — Advanced Strategies for Increased Giving from the Legal Community:

Come to this facilitated roundtable discussion, open to fundraisers at legal services programs that have had a private bar campaign for at least the past three years, to solicit ideas, solve problems that stop you from moving the campaign to the next level, and share successes.

■■■ COMMUNICATIONS

Media 101

Learn why good media can increase your program's visibility, draw attention to an issue, and build public, financial and political support. Discuss how to plan an internal media training that motivates your staff to spot the story and talk to the press effectively.

Creating Publications with Pizzazz: A Roundtable Discussion

Learn best practices for creating a publication from start to finish—from writing text, to finding a designer, to working with a printer, and more. Bring your publications (annual reports, newsletters, donor mailings, event invitations, general brochures, etc.) to share with the group, and pose questions about your publications to the experts.

The Virtual Reality: Using Electronic Media to Reach Key Legal Services Audiences

Blogs, websites, RSS feeds, email — find out how to use online tools to reach donors, clients and other advocates.

Branding for Resource Development

Branding is more than your logo. Learn to manage your message and your reputation, incorporating media, printed materials, website, email, campaign letters — and people — into your brand.

■■■ PROJECT FUNDRAISING

Project Fundraising: The Basics (Part I) and How to Make it Work for Your Program (Part II)

Legal services programs can increase and diversify revenue by marketing specific client needs and outcomes. The presenters will work with you to determine: what work your program does that could generate additional support; specific steps to get started; how to develop and sustain support; and how to demonstrate success.

Fundraising to Tackle the Predatory Lending and Foreclosure Crisis

Find out about new funding for home defense and foreclosure counseling in response to the subprime lending crisis. Participants will discuss the requirements of this new funding and how to integrate home protection initiatives into a program's basic work.

■■■ YOUR FUNDRAISING BOARD

El Capitán: The Challenge of Planned Giving

Integrating planned giving into your development activity is daunting. This session will focus on preparation and initiation of a planned giving program that complements and augments what you are already doing. Learn to articulate the rationale for planned giving and to motivate your board as donors and solicitors.

Mt. Kilimanjaro: Long-Term Investments

This session will focus on creating a reserve policy and fund, and planning for endowment — including gift policies and spending policies. It also will highlight the pros/cons of endowment development through a community foundation, and how to best engage an investment committee of the board.

Mont Blanc: Board Members as Ambassadors

Your board members are valuable partners and ambassadors. Share tips on how to engage them effectively.

Mt. Everest: Climbing the Highest Peak on Earth — Building a Fundraising Board

This session, aimed at both staff and volunteers, will explore the basics of board involvement in fundraising, showcase best-practices, and help you develop an action plan to engage your board.

Mt. McKinley: Stages of Board Development and Growth

Designed especially for those staff and volunteers who are relatively new to board development. Topics include: stages of board life, identifying current strengths and weaknesses, finding and recruiting the right people, using advisory boards, planning for board growth and development, and helping your board members understand their role in fundraising.

■■■ AND EVEN MORE...

They Said It Couldn't Be Done: An In-Depth Look At a Flourishing New Advocacy Organization

Since June, 2002, the Mississippi Center for Justice has gone from the dream of a few board members to a strong advocacy organization with a staff of 15 and a track record of accomplishments. Martha Bergmark, the Center's CEO, will talk about lessons learned and best practices, emphasizing how they raised the money to make it possible.

Turning the New IRS Form 990 to your Fundraising Advantage

It's been 29 years in the making, but the new IRS Form 990 is here. Join us as we explore the changes and how you can use them to promote your organization to funders and donors and demonstrate your willingness to be transparent.

Cy Pres

Learn to develop a strategic approach to securing *cy pres* funding for your legal aid program. Hear about the latest innovations.

■■■ NETWORKING GROUPS

On Friday morning over breakfast, we will meet in special topic peer groups to share successes and challenges and generate new ideas, for example:

■ Fundraising for Difficult Causes

Do you have a special project you need to fundraise for that has particular challenges? Meet with peers working through similar challenges to discuss what works, what doesn't and what is yet to be tried.

■ New to Legal Aid Services?

Have you been fundraising for years but find that legal aid services presents countless peculiarities? Or have you been in legal services for years and recently have been given the task of resource development for your program? What special challenges are you facing as someone new to legal aid fundraising?

■ Collaborative Campaigns

Several areas and states now are working together collaboratively instead of competing for the same funding dollars. Are "all boats rising"? What has been particularly successful? Where are you having trouble?

REGISTRATION: 2008 MIE National Fundraising Conference Registration — Register by July 7, 2008

Name: Registrant #1

Title

Program Name

Address

City

State Zip

Daytime Phone

Fax

Email

Name: Registrant #2

Title

Program Name

Address

City

State Zip

Daytime Phone

Fax

Email

Registration:

- \$395 for MIE subscribers; \$495 for non-subscribers
- \$20 off for second and subsequent registrants from a program
- \$100 off for program board or fundraising committee members accompanying program staff

Total: _____

Conference Hotel Reservations

Renaissance M Hotel, 1143 New Hampshire Ave., N.W., Washington, D.C. 20037, 202-775-0800. Room rates are \$175/night plus tax. Reserve by July 7, 2008. Mention the Management Information Exchange group.

Please send **CHECK FOR REGISTRATION** to Management Information Exchange, 99 Chauncy St., Suite 402, Boston, MA 02111. For more information, contact Patricia Pap, MIE Executive Director, 617-556-0288, 617-507-7729 fax, ppap@m-i-e.org, and visit the MIE website at www.m-i-e.org.

Additional information about MIE's 2008 National Fundraising Conference may be found on the MIE website, www.m-i-e.org/calendar.



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