

*Topics subject to change

TIME	SESSION TOPIC	KEY DISCUSSION POINTS	PRESENTER
8:30-9:00 AM	REGISTRATION AND OPTIONAL BREAKFAST		
9:00-9:15 AM	Welcome	<ul style="list-style-type: none"> • Introductions • Agenda Overview 	Chris Godbey Senior Grassroots Coordinator Leadership Institute
9:15-10:00 AM	Storytelling	<ul style="list-style-type: none"> • Finding Your Voice • Connecting Personally • Think, Laugh, Cry 	Dena Espenscheid Director of Grassroots Coalitions Leadership Institute
10:00-10:45 AM	Finance Plan	<ul style="list-style-type: none"> • Types of Donors • Fundraising Tools • Setting Metrics 	Dena Espenscheid
10:45-11:00 AM	BREAK		
11:00-11:45 AM	Personal Solicitation	<ul style="list-style-type: none"> • Donor Research • Personal Relationships • Making the Ask 	Chris Godbey
11:45 AM-12:30 PM	Making a Budget	<ul style="list-style-type: none"> • Benefits of the Budget • Budgeting Principles • Programmatic Costs 	Chris Godbey
12:30-1:30 PM	LUNCH		
1:30-2:15 PM	Finance Committees	<ul style="list-style-type: none"> • Benefits of a Finance Committee • Roles and Responsibilities • Developing Metrics 	Dena Espenscheid
2:15-3:00 PM	Digital Fundraising	<ul style="list-style-type: none"> • Expectations and Costs • Fundraising Platforms • Emails and Surveys 	Dena Espenscheid
3:00-3:15 PM	BREAK		
3:15-4:00 PM	Small Event Fundraising	<ul style="list-style-type: none"> • Event Logistics • Host Committees • Event Follow-up 	Dena Espenscheid & Chris Godbey
4:00-4:45 PM	Direct Mail	<ul style="list-style-type: none"> • Cost and Response Rates • House Lists vs. Prospecting • Tips for Success 	Chris Godbey
4:45-5:00 PM	QUESTIONS AND ADJOURNMENT		