

# THE WHITESTONE GROUP

Fundraising Counsel to Outstanding Organizations



Is Pleased to Offer Nonprofit Fundraising Classes in Coordination with

## Texas Christian University

Office of Extended Education

([www.lifelong.tcu.edu](http://www.lifelong.tcu.edu) 817-257-7132)

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### January 30 Don't Have a Planned Giving Program? Get One!

The planned giving acronyms you hear--CLAT, CRUT, CLUT, CGA, and IRA—give you a headache just thinking about them. How, you wonder, can you ever have a planned giving program at my organization? Where do you start?

Learn how you can begin your program—and see it really thrive! The class shows you:

- The reasons for starting your planned giving program now.
- The benefits of a program for your institution.
- 13 simple steps for beginning a program.
- Marketing and communication strategies to build planned gift support.
- Online and media resources to support your new program.

(For nonprofit development directors, executives, and trustees) Wednesday, 6:30-8:30 p.m.,  
**TCU Course #13SNPD16**



*Full participation in the session "Don't Have a Planned Giving Program? Get One!" is applicable for up to 2.0 continuing education points in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.*

### February 13 The Campaign Feasibility Study: What, Why, How, When, and How Much

The session taps actual feasibility study experience from multi-million dollar private school, arts, and healthcare campaigns. Participants can learn when studies should or should not be conducted, what studies can and can't accomplish, how long they should take, and how to:

- Map the decision-making process for considering a study.
- Invite and evaluate proposals from consulting firms offering to conduct these studies.
- Prepare the organization's staff and directors for a study.
- Measure the study's cost against results.
- Use the study process to cultivate major and lead donors.

(For nonprofit trustees, executives, and senior development officers)  
Wednesday, 6:30-8:30 p.m., **TCU course #13SNPD11**



*Full participation in the session "The Campaign Feasibility Study" is applicable for up to 2.0 continuing education points in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.*

## February 27      **Mystery to Reality: The Capital Campaign**

The successful capital campaign not only raises dollars for facilities or endowment, it can also build donor relationships, boost annual giving, increase enrollment, and prepare an institution for future challenges. Participants will:

- Review the basic elements of a successful capital initiative: the case, volunteer leadership, and availability of resources.
- See the impact of challenge grants.
- Explore a campaign with competing priorities to fund a chapel, stadium, financial aid, athletic fields, and a new high school.
- Taps experience of campaigns for private schools, the arts, and healthcare from \$500,000 to \$100,000,000.

(For nonprofit trustees and directors, executives, and development officers)  
Wednesday, 6:30-8:30 p.m., **TCU course #13SNPD13**



*Full participation in the session "Mystery to Reality: The Capital Campaign" is applicable for up to 2.0 continuing education points in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.*

## March 20      **Heart and Soul: Becoming Philanthropic Partners with Your Major Gift Donors**

In today's rough economy, major donors are carefully choosing what they will give and which organizations will yield the best results with their gifts. Nonprofit participants will examine what major donors seek today from organizations they support and how their institutions can engage donors and their families as lifetime partners. This session examines:

- What major donors seek today from those whom they support.
- How trustees, executives, and development officers can engage major donors and their families as lifetime partners with an institution.
- Major donors' changing values and their philanthropic tools, including donor advised funds, securities, land, estate plans, and other assets.

(For nonprofit trustees, executives, and major gifts officers)  
Wednesday, 6:30-8:30 p.m., **TCU course #13SNPD14**



*Full participation in the session "Heart and Soul: Becoming Philanthropic Partners with Your Major Gift Donors" is applicable for up to 2.0 continuing education points in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.*

## April 10, 17, 24 The Successful Search for Private Foundation Grants

This three-session course is ideal for new grant-seekers, experienced professionals, and nonprofit executives and directors. In lively, interactive sessions, participants will explore:

- Why do foundations make grants?
- What are trends in foundation grant-making?
- How do grant seekers research foundations?
- How are relationships strengthened with foundations?
- How do you visit foundations and host foundation site visits?
- What are the essentials of successful grant proposals?
- How can nonprofit executives, directors, and trustees be part of the process?
- Participants will use foundation information on the Internet, review actual grant proposal preparation, and much more.

(For nonprofit trustees, executives, and new or experienced grant-seekers) Three consecutive Wednesday evenings, 6:30-9:00 p.m., **TCU course #13SNPD02**



*Full participation in the session "The Successful Search for Private Foundation Grants" is applicable for up to 7.5 continuing education points in Category 1.B – Education of the CFRE International application for initial certification and/or recertification.*

**To register for these classes, call 817-257-7132 or click on:**

<https://lifelong.is.tcu.edu/wconnect/ShowSchedule.awp?&Mode=GROUP&Group=CFRE&Title=CFRE:+Certified+Fundraising+Executives>