

***SOLD OUT* Raising the Right Revenue: A Fund Development Lab (Winter to Spring)**

Type:

[Advanced Lab](#)

Topic:

[Fund Development](#)

Audience:

[Executive Directors](#)

Attract diverse sources of revenue to your organization

Raising the Right Revenue: A Fund Development Lab equips not-for-profit managers (Executive Directors, Operational Managers, CEOs, etc.) with the tools to build realistic plans for attracting diverse sources of revenue. Identify which of the many potential revenue sources will work for your organization, develop your case for support, and get comfortable making the ask - or pitch.

Over the course of 8 in-class sessions, Raising the Right Revenue participants will create fund development plans that align with the mission and strategic priorities of their organization.

Most fundraising programs focus on philanthropic dollars for charitable organizations. This program looks at all the revenue sources not-for-profits in BC rely on. Did you know that over 50% of BC's not-for-profits rely on earned income? Grants can be great, but how do you manage the funds in a way that supports your organizational goals while still fulfilling the funder's expectations? This course offers practical support in the strategy, planning, and implementation tools that will result in revenue that aligns with your organization's mission and strategic priorities.

Should I attend?

Raising the Right Revenue is an 8-week program for Executive Directors and those responsible for the financial sustainability of the organization.

You are an ideal candidate if you are:

- Ready to explore additional sources of revenue for your organization
- Committed to developing business and fund development plans
- Looking to build skill and confidence when making asks of different kinds of financial supporters
- Someone who may have expertise in one or two areas of fund development, but seeking to round it out to understand the strategies for attracting other revenue sources

How will my organization benefit?

Over the course of the lab, you will:

- Draft a strategic business and/or fund development plan
- Draft a case statement to support asks and pitches (to various audiences)
- Access tools and checklists for organizational responsiveness to grant opportunities
- Use tools for budget processes and setting predictable and sustainable resource development
- Interact with funder, donors, and social enterprises/business experts
- Connect with a network of peers who can support you with this work

What you will learn

By the end of this program you will be able to:

- Speak simply and persuasively about your cause
- Identify realistic strategies to raise and diversify resources
- Identify key elements of membership development
- Solicit a major gift or grant with confidence
- Connect with a network of peers who can support you with this work
- Describe the fundamentals of creating a business plan
- Describe the characteristics of both contributed and earned revenue streams such as:
 - Corporate sponsorship/giving
 - Individual giving
 - Special events
 - Fee for service
 - Membership fees
 - Social enterprise
 - Grants and Foundations
- Use mission-based prospecting to align donors and funders to your own mission and strategic plans
- Describe restricted and unrestricted funding and the basics of financial management

Program Topics

1. Building a Culture of Abundance
2. Fund Development Planning & Case for Support
3. Individual Giving & Major Gifts
4. Grants, Governments & Financial Management
5. Earned Income & Membership
6. Corporate Giving, Special Events, and Ethics
7. Case for Support
8. Making the Pitch

Expand your fund development toolbox and attract mission-aligned revenue to your organization

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