



Rochester Area  
Foundation

# 2017 Nonprofit Academy

Presented by Rochester Area Foundation

## Asset Based Resource Development For Nonprofits

**March 28, 2017**

**1:00pm-4:00pm**

**Rochester Area Foundation Community Room**

**WORKSHOP DESCRIPTION:** Creating a multi-faceted funding stream for your nonprofit is critical for long-term success. This workshop will show you how to create an innovative and comprehensive, yet simple fundraising plan based on your unique assets to engage the right people inside and outside of your organization. Learn to go beyond the basics that you already know — grants, annual giving, events, etc. — and take a deep dive into the waters of grassroots fundraising and community building. Explore the issues involved in corporate sponsorships and how to engage donors for meaningful, long-term relationships. Come prepared to share innovative ideas that have worked for you and to learn some new tricks to add to your toolkit.

**Presenters:** Terri Allred is the owner of Third Eye Tribal Dance Studio, Third Eye Tribal Consulting, and the Belly Dance Business Academy. Having served as Executive Director for rape crisis and domestic violence organizations in several states, she brings 25 years of nonprofit management experience and fundraising experience to her current consulting business with nonprofits, small businesses and dance studios. Amalie Frankel is RAF's Philanthropy Officer who is responsible for fund development, donor relations, planned giving programs and capital campaigns. Chris Nelson is a shareholder with Dunlap & Seeger who serves as an "Outside General Counsel" to nonprofit organizations and businesses.

**Registration \$15 per person**—Space for this workshop is limited so please register early! Register online through the RAF website: [www.rochesterarea.org](http://www.rochesterarea.org) or clip the form below and mail to the address below with your check made payable to "RAF." For questions, please call Jane at 507-424-2417 or email [jane@rochesterarea.org](mailto:jane@rochesterarea.org).

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### REGISTRATION: *Asset Based Resource Development —March 28, 2017*

Name \_\_\_\_\_  \$15 Check enclosed  
Email \_\_\_\_\_ Organization \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone ( \_\_\_\_\_ ) \_\_\_\_\_

Mail to: Rochester Area Foundation, 12 Elton Hills Dr. NW, Rochester MN 55901, (507) 424-2417

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