



# DREAM

GAHN 2017

Conferences  
Series

**T**he Quebec Anglophone Heritage Network (QAHN) is committed to helping communities realize their dreams.

But doing good things doesn't come cheap.

We know that many non-profit groups feel ill-equipped to carry out what is often regarded as the loathsome chore of raising money, whether it's applying for grants, seeking corporate sponsors or creating special events.

Which is why we're so pleased to be announce a great new series of training workshops, geared towards groups like yours who are looking for ways to improve the bottom line. It's all part of QAHN's latest project, aimed at stimulating greater charitable giving and community engagement, known as *Diversifying Resources to Ensure the Advancement of Mission*, or DREAM for short.

Our spring 2017 *DREAM* conference series will take place in four Quebec regions, and as you can see from the following pages, we'll be tackling a wide range of issues and topics directly affecting the financial health of the province's English-language community sector. We invite you to join us.

As always, each participant in our full-day conference will be entitled to receive workshops materials and enjoy a delicious luncheon all for the very low cost of registration: just \$35 for QAHN members and \$45 for everyone else.

Remember, though, space is limited, so we encourage you to register early to guarantee your place. Fill out and return the registration form included in this package or download it from our website at:

**[www.qahn.org](http://www.qahn.org)**

See you this spring at a DREAM event near your community!

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*Diversifying Resources to Ensure the Advancement of Mission is supported by a generous contribution from:*



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Morning Session

**Building a diversified fundraising program**

Presented by **Camilla Leigh**, Founding Partner,  
Philanthropica Consulting

Creating and pursuing a variety of ways to raise money can help your non-profit organization become more secure over the longer term. Learn how you can help your organization to identify and begin establishing more reliable revenue streams that will support your mission. Find out about existing fundraising ideas that could bring new opportunities for your organization. Come away with the basic skills you need to design and build a diversified fundraising program that appeal to current donors and help attract new ones.

*Topics covered include:*

- Tying your mission to long-term fundraising strategy
- Different types of fundraising activity and how to choose them
- Targeting and attracting new donors
- How to measure success and grow

Afternoon Session

**What's your message? Learning the art of the ask**

Presented by **Juniper Belshaw**, Facilitator and Outreach Coordinator,  
Centre for Community Organizations (COCO)

You know your organization does great work. But are you communicating your value in a way that translates into dollars and cents for your cause? In this hands-on writing workshop, we get to work crafting unique and powerful messages sure to grab the attention of potential community donors and supporters. Then we'll learn how to repackage and adapt these messages for different audiences and purposes. Let's sharpen our pencils, roll up our sleeves and get creative!

*Topics covered include:*

- The key elements of an effective pitch
- Identifying what is unique and valuable about your group
- Tailoring your message for face-to-face meetings, letters to donors, and various media platforms.



Morning Session

**Fostering a culture of philanthropy**

Presented by **Juniper Belshaw**, Facilitator and Outreach Coordinator, Centre for Community Organizations (COCO)

Many of us view fundraising as a necessary evil, something to be endured rather than celebrated. But what if staff, board, volunteers and community members actually enjoyed the challenge and camaraderie of helping your organization attain and maintain strong financial health? In this workshop, we will explore the key elements of building a culture of philanthropy in your community

*Topics covered include:*

- Overcoming our aversion to asking for money
- How to create a compelling call to action
- Sharing responsibility for funding your mission
- Strengthening donor relationships

Afternoon Session

**Planning your campaign: A step-by-step approach**

Presented by **Camilla Leigh**, Founding Partner, Philanthropica Consulting

Capital campaigns are unfamiliar territory for many small- and medium-sized non-profits, yet they have the potential to transform your organization. Join us for this comprehensive introduction to the world of campaign fundraising. Learn how to determine whether your organization is truly ready for the challenge. Discover the essential building blocks of campaign strategy and how to plan and run your own successful campaign from beginning to end.

*Topics covered include:*

- Is your organization ready for a campaign?
- Determining the campaign goal, strategy and timeline
- Campaign planning from conception to close: prospects, volunteers & committees; marketing and communications; case for support; policies & procedures; donor recognition, and more!
- After the campaign: What comes next?



Morning Session

### Keys to donor stewardship

Presented by **Juniper Belshaw**, Facilitator and Outreach Coordinator,  
Centre for Community Organizations (COCO)

As the old saying goes, it's cheaper to keep a donor than get a new one. And yet in Canada, studies show 70 per cent of people who donate don't give again. For small organizations, it can be tough to figure out how to crack the nut that is "donor stewardship." In this practical workshop, we will go over the key aspects of building the strong, meaningful relationships that will turn one-time givers into lifetime supporters of your cause.

*Topics covered include:*

- The donor-stewardship 'ladder': acquisition, retention, and upgrading
- How to improve donor retention
- Easy ways to put gratitude at the centre of your fundraising program
- Tips for involving board members in your donor strategy

Afternoon Session

### Securing major gifts from wealthy people

Presented by **Camilla Leigh**, Founding Partner,  
Philanthropica Consulting

Many people working for community organizations find the task of asking for a large sum of money from a wealthy person quite daunting. The result? The quest for large donations is set aside for another day. The problem is, that day never comes without becoming familiar with the principles and techniques for securing major gifts. In this session, we'll learn how to build major gift fundraising activities and about the art and science of asking for large donations, through both theory and demonstration.!

*Topics covered include:*

- How major gift fundraising works
- Identifying and getting to know your potential major donors
- When and how to approach and connect with wealthy donors
- How to ask for large sums of money: a practical guide



Morning Session

## Appealing to charitable foundations

Presented by **Camilla Leigh**, Founding Partner,  
Philanthropica Consulting

Charitable foundations exist to give money away to worthy causes. For non-profit organizations, they represent a major opportunity to secure high-level, multi-year revenue for operations and special projects. And yet, the world of foundations is often mysterious, as there is no standard way in which all foundations operate. Learn how to identify foundation donors, how to approach them using your own network, and get tips on how to write a winning funding proposal.

*Topics covered include:*

- The foundation landscape in Quebec and Canada
- Research methodologies to identify foundations
- Matching your mission with foundation priorities
- Leveraging your network to get support from foundation directors

Afternoon Session

## Using internet-based tools for fundraising

Presented by **Kira Page**, Facilitator and Outreach Coordinator, Centre for Community Organizations (COCO)

Online communication tools are both exciting and overwhelming. How can we make them work for our community organizations? *Facebook* has become the giant of all social media and is now an integral part of most contemporary outreach strategies, including fundraising. Marketing by email still promises the highest return-on-investment for fundraising campaigns. Meanwhile, various crowdfunding platforms like *Indiegogo* promise easy money. But do they deliver? Learn how to use each of these tools effectively, as well as best practices for each.

*Topics covered include:*

- Understanding Facebook marketing & fundraising tools
- Creating great email fundraising campaigns
- Understanding crowdfunding and how to use it effectively
- Integrating fundraising into your communications





## Registration

Topics in this series will include: basic fundraising strategies; how to find and pitch to different types of foundations; winning corporate sponsorships; soliciting major gifts; tips on marketing and communication; donor relations and the role of social-media.

Please complete for each participant and return with payment to  
**Quebec Anglophone Heritage Network**  
257 Queen St., Suite 400, Sherbrooke, Qc. J1M 1K7

Name \_\_\_\_\_ Phone \_\_\_\_\_

Organisation \_\_\_\_\_ Email \_\_\_\_\_

Fees are \$35 per day for QAHN members and \$45 for non-members. Price includes access to all workshops and the conference luncheon. Payment may be made by cheque or via PayPal. If using PayPal, deposit funds to this account: [home@qahn.org](mailto:home@qahn.org).

Please register me for the following DREAM conference(s)

- |                 |                                |                          |
|-----------------|--------------------------------|--------------------------|
| <b>April 28</b> | Stanstead, Eastern Townships   | <input type="checkbox"/> |
| <b>May 12</b>   | Wakefield, Western Quebec      | <input type="checkbox"/> |
| <b>June 2</b>   | Morin Heights, Laurentians     | <input type="checkbox"/> |
| <b>June 16</b>  | Huntingdon, Chateauguay Valley | <input type="checkbox"/> |

For more information about registering, call toll-free 1-877-964-0409 or (local) 819 564-9595.

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