

Fundraising and Marketing II
Academic Directors: Rich Honack and Liz Howard
Program Manager: Sunny Roberts

February 8-10, 2009
Wieboldt Hall
Room 348

Time	Sunday February 8	Time	Monday February 9	Time	Tuesday February 10
		8:30- 10:00am	Finding YOUR Customers & Donors <i>Rich Honack/Liz Howard</i>	8:30- 11:30am	Case Discussion <i>Rich Honack/Liz Howard</i>
		10:00- 10:15am	Break	11:30- 11:45am	Wrap-up
		10:15- 11:45am	Solicitation Strategies <i>Rich Honack & Liz Howard</i>	11:45am	Lunch and Debriefing (optional) <i>Jennifer Paul/Sunny Roberts</i>
		11:45- 1:00pm	Lunch		
3:00- 3:30pm	Program Introduction	1:00- 2:30pm	The Impact of Today's Economy <i>Rich Honack & Liz Howard</i>		
3:30- 5:00pm	The Role of the Brand in Fundraising <i>Rich Honack & Liz Howard</i>	2:30- 2:45pm	Break		
5:00- 5:15pm	Break	2:45- 4:15pm	Engaging Your Board in Fundraising & Marketing <i>Brooke Wiseman</i>		
5:15- 6:00pm	Small Group Branding Exercise <i>Rich Honack & Liz Howard</i>	4:15- 4:30pm	Break		
6:00- 8:00pm	Dinner and Branding Exercise	4:30- 5:30pm	Small Group Action Learning <i>Rich Honack & Liz Howard</i>		