



ELEMENTS OF SUCCESSFUL PHILANTHROPY
Building a Comprehensive and Sustainable Development Program for your Organization

Thursday, April 13, 2023, 9:00 AM--4:00 PM & Friday, April 14, 9:00AM-4:00PM

IN-PERSON WORKSHOP
Bush Convention Center
105 N. Main Street
Midland, TX 79701

Participants **can register for the full 2-day seminar** or **can register for each individual day**. Each day will include a morning and an afternoon session, with a break for lunch. The sessions will include breaks and will allow for interaction between participants. **Lunch and refreshments will be provided.**

THURSDAY, APRIL 13th

Understanding the Basics

The world of non-profit fundraising is highly competitive. With the call on donors' dollars coming from multiple organizations, with a variety of missions, it is more important than ever for non-profits to invest in building a strong development program, that allows them to be sustainable and effective in delivering their mission for the long term. The "Understanding the Basics" session of this seminar will introduce attendees to trends in philanthropy today, and to the larger development landscape. You will learn about the "Why" and the "how" of fundraising, the principles that guide the development process, and the ethics of fundraising. This segment will also take you through the development process, to give you a detailed understanding of how effective development programs are structured.

Philanthropy – The Big Picture | The Fundamentals and Guiding Principles of Fundraising
The Development Process | Fundraising by the Rules & Ethics

Getting Your Organization "Development Ready"

This segment in the series will begin with a look at an effective governance structure for successful development and fundraising. Participants will learn about development planning, including how to put together a plan that will guide the organizations efforts. Attendees will also learn how to build a strong case for support for your organization—understanding the "Why", effective storytelling, and the components of a strong case. This session will also take attendees through the need for a strong evaluation process (as part of your case and grants) to measure the impact of programs, and will address the ethical considerations in our storytelling for fundraising.

The Development Plan | Building a Strong Case for Support | Ethical Considerations for Storytelling

FRIDAY, APRIL 14th

Understanding Grants and Grantors

On Day Two, we will take an in-depth look into the world of grants, foundations, and what makes a successful proposal package, arming participants with effective strategies for identifying the right foundation prospects and structuring strong and powerful grant requests with clear and effective program/project budgets. This session will also provide an insight into sponsorships and corporate partnerships, and when and how to go about securing these effectively for your organization. Participants



may bring with them a cover letter, and a grant request that they are working on, to share with the group, and to discuss and develop further during this session.

Understanding grants and grantors | Foundation fundraising and developing the ask – the grant proposal
Developing budgets | Sponsorships and Corporate Partnerships

Individual Giving (Annual Funds and Major Gifts) and Capital Campaigns

The final segment of this seminar will focus on individual giving and capital campaigns. Attendees will understand: the challenges and motivations (of individual donors); generational giving; the building blocks of annual funds; and cultivating relationships for major gift fundraising. Participants will also learn the basics of how to run a capital campaign—the feasibility analysis, the team, and the process.

Individual giving – Overview | The Annual Fund | Cultivating relationships for major gift fundraising
Digital fundraising | Capital Campaigns

Presenter Biography

ANJALI KAUL ZUTSHI, Executive Director, Friends of the Texas Historical Commission

Anjali Kaul Zutshi, Executive Director of the Friends of the Texas Historical Commission, and Chief Development Officer for the Texas Historical Commission, leads the fundraising efforts for the Friends in support of the Texas Historical Commission's mission of historic preservation. Anjali has over 27 years of experience in the non-profit sector, in development and fundraising, strategic planning, program development and non-profit management. She spent almost twelve years with the Trust for Public Land, a national land conservation organization based out of San Francisco, CA, building the Texas development program, coordinating several capital campaigns, and working on several municipal public funding measures.

Following her tenure at TPL, Anjali ran a successful consulting business for nine years, continuing her work with land conservation organizations, as well as children and youth, and aging services non-profits, before joining the THC team in 2016. Through her work over the last 27 years, Anjali has established a successful track record – working with non-profits on building sustainability through effective management, and with funders on building partnerships for effective mission support and delivery. She is a graduate of Leadership Austin, and is a committed community volunteer, currently serving as the Chair of the Board of Indie Meme, an Austin-based arts and culture organization, and as a member of the of the Advisory Council for the Annette Strauss Institute for Civic Life at the University of Texas at Austin, and the Advisory Board of the University of North Texas Department of Linguistics. She has also served on the Board of the Environmental Support center (Washington, DC), the Eanes Education Foundation (Austin, TX), and the Eanes ISD's District Leadership Team.

Anjali is an architect by training, with a graduate degree in Community and Regional Planning from the University of Texas at Austin. She also holds a Certificate in Fund Raising Management from the Indiana University Lilly School of Philanthropy.

Workshop Registration

Registration fee for both days: **\$215.00 (Early Bird until 3/15/2023); \$249.00 (regular)**

Day 1 or Day 2 only: **\$125.00 (early bird until 3/15/2023); \$140.00 (regular)**

Deadline for registrations – March 31, 2023

For more information, please contact Carrie Alejo at (512) 936-2189 or Carrie.Alejo@thc.texas.gov.